Wine Women & Shoes
benefiting Olive Crest
Strong Families, Safe Kids

SPONSOR & CUSTOM SPONSOR OPPORTUNITIES

Be there. Be giving. Be fabulous!

NOVEMBER 10, 2016
at the Fairmont Olympic Hotel, Seattle

INCLUDED IN THIS PACKET
Background information
Sponsorship Benefits at a Glance
Custom Opportunities
Sponsorship Commitment Form
Olive Crest is dedicated to Preventing child abuse, to Treating and Educating at-risk children and to Preserving the family... “One Life at a Time.”®

Three days after Christmas, Owen arrived in the home of an Olive Crest family. He was 8 days old and needed emergency shelter after being removed from his mother, who was using meth on a daily basis, even during her pregnancy with him. With a few papers and a bag of baby supplies, Owen was delivered to his Olive Crest family, who was told that he would only be staying a week. But one week turned into two years of stability and love for Owen, and finally adoption into his forever family.

Today, Owen is a thriving and happy little boy with parents who love him dearly, and a bright future ahead of him.

For more information, please contact Lynn Hoyos at 425.598.2553 or lynn-hoyos@olivecrest.org
Wine Women & Shoes is the brainchild of Napa Valley vintner Elaine Honig. While chatting with a girlfriend about the growing popularity of wine and food pairing events, they jokingly said, “Wine and shoe pairings would be a lot more fun!” And they were right. Wine Women & Shoes events are now in 64 cities across the country, and they have raised more than $30,000,000 for women’s and children’s causes. Now it’s our turn to join the fun while we help the deserving children of Olive Crest.

Wine Women & Shoes fundraisers create an opportunity for partnerships between charities, wineries, shoe and accessory retailers, corporate sponsors, and women in the community. In addition to raising money, these events raise awareness for charities, increase sales for wineries and retail partners, and provide community exposure for corporate sponsors.

**WW&S Guest Profile**

- 80% women ages 30 to 55
- Range from CEO moms to 30-something young professionals
- Are key influencers, tastemakers, and connectors in their communities
- Are charity supporters, socially conscious, and community minded
- Pay attention to fashion and attend fashion events
- Enjoy wine and attend wine events
- Represent the typical luxury brand consumer
- Donate/spend $200-$600 at each event on average
This fabulous sponsorship package includes:

- Exclusive title recognition as Presenting Sponsor
- Two full-page ads in auction catalog with premier placement (inside front and back cover)
- Prominent acknowledgement and your company logo in all promotional and event material, including: *Save the Date, Invitations, Catalog, E-Blasts, Post-Results Thank-You.*
- Your company logo on Wine Women & Shoes website and Olive Crest WW&S webpage
  
  www.olivecrest.org/wws  
  www.winewomenandshoes.com/olivecrestseattle
- Special recognition from the stage by auctioneer
- Lead listing on sponsor signage
- Your company logo prominently displayed on large screens in ballroom
- Opportunity to promote your business with bistro table for product placement at event
- Social media mentions, including Facebook and other electronic marketing
- Your company logo on the reusable swag bag (all attendees will receive swag bags)
- Opportunity to place a premier item in the swag bags
- Your company logo on photo booth prints given to all guests
- Your company logo on Shoe Guy t-shirts
- Two VIP tables for 10 with front row seating for the Live Auction and Fashion Show
- Two hotel rooms at the Fairmont Olympic Hotel on Saturday, Nov. 10, 2016
- 10 valet parking passes
This fabulous sponsorship package includes:

- Choice of one of the following custom marketing opportunities (see descriptions on Custom Sponsorship page):
  1. Key to the Closet Sponsor
  2. Shoe Guy Sponsor
  3. Swag Bag Sponsor
  4. Best in Shoe Sponsor
- One full-page ad in auction catalog with premier placement
- Prominent acknowledgement and your company logo in all promotional and event material, including:
  *Save the Date, Invitations, Catalog, E-Blasts, Post-Results Thank You.*
- Your company logo on Wine Women & Shoes website and Olive Crest WW&S webpage:
  - [www.olivecrest.org/wws](http://www.olivecrest.org/wws)
  - [www.winewomenandshoes.com/olivecrestseattle](http://www.winewomenandshoes.com/olivecrestseattle)
- Special recognition from the stage by auctioneer
- Your company logo prominently displayed on large screens in the ballroom and on sponsor signage
- Social media mentions, including Facebook and other electronic marketing
- Opportunity to place a premier item in the swag bags
- One VIP table for 10 with front row seating for the Live Auction and Fashion Show
- One hotel room at the Fairmont Olympic Hotel on Saturday, Nov. 10, 2016
- Five valet parking passes
This fabulous sponsorship package includes:

- Choice of one of the following custom marketing opportunities: *(See description in Custom Opportunities)*
  1. Valet Sponsor
  2. Powder Room Sponsor
- One half-page ad in auction catalog
- Prominent acknowledgement and your company logo in all promotional and event material, including:
  *Save the Date, Invitations, Catalog, E-Blasts, Post-Results Thank You.*
- Company logo on Wine Women & Shoes website and Olive Crest WW&S webpage:
  - [www.olivecrest.org/wws](http://www.olivecrest.org/wws)
  - [www.winewomenandshoes.com/olivecrestseattle](http://www.winewomenandshoes.com/olivecrestseattle)
- Special recognition from the stage by auctioneer
- Your company logo displayed on large screens in ballroom and on sponsor signage
- Social media mentions, including Facebook and other electronic marketing
- Opportunity to place a premier item in the swag bags
- Five VIP tickets
$1,500 SPONSOR

**General Admission Table Host Sponsorship**

**This fabulous sponsorship package includes:**

- General Admission Table for 10 reserved with premier seating for the Live Auction and Fashion Show
- Name recognition in the auction catalog or quarter-page ad in the auction catalog

$2,500 SPONSOR

**VIP Table Host Sponsorship**

**This fabulous sponsorship package includes:**

- VIP Table for 10 reserved with premier seating for the Live Auction and Fashion Show
- Name recognition in the auction catalog or quarter-page ad in the auction catalog
All custom sponsorships include your logo on marketing materials and online promotions beginning in April, including e-blasts, Facebook, dedicated websites, and more. Each sponsorship package FMV=$750

“Best in Shoe” Awards Sponsor  (2 available)
We will celebrate our guests’ fabulous footwear by promoting a “Best in Shoe” award. Judges have the opportunity to come on stage and announce the winner.

- Benefits include: Your company logo on the large screens during winner announcement, plus on-stage opportunity and two General Admission tickets or 1 VIP ticket. (As a sponsor, your company may provide the judges.)

Key to the Closet Sponsor  (2 available)
Guests will have the chance to win a collective bounty of donated fashion items and various treasures. The closet contains everything a woman wants: wine, fashion, art, and gift certificates for services like massages, facials, and restaurants. $100 opportunity tickets will be sold by our Shoe Guys; there will be just one lucky winner!

- Benefits include: Your company logo on all opportunity ticket materials, signage for the Key to the Closet, and two General Admission tickets or 1 VIP ticket.

Photo Booth Sponsor  (1 available)
Everyone loves the photo booth! Your company logo will appear on each photo printed at the photo booth.

- Benefits include: Signage with your logo next to the photo booth, plus two General Admission tickets or 1 VIP ticket.

Shoe Guy Sponsor  (4 available)
More than 30 “Shoe Guys” will be working the room and engaging 350+ women. This is a great opportunity to showcase your brand. These brand ambassadors will be the hit of the event.

- Benefits include: Your company logo and branding exposure on the “Shoe Guy” t-shirts, plus two General Admission tickets or 1 VIP ticket.

Swag Bag Sponsor  (2 available)
Reusable tote bags will be given to 350 guests as they leave the Wine Women & Shoes event – that means 350 of Seattle’s most admired tastemakers will be carrying your brand with them as they are out and around town.

- Benefits include: Your company logo on one side of a high-quality reusable tote bag, plus two General Admission tickets or 1 VIP ticket.
All custom sponsorships include your logo on marketing materials and online promotions beginning in April, including e-blasts, Facebook, dedicated websites, and more! Each sponsorship package FMV=$650

**Powder Room Sponsor** *(1 available)*

To pamper our guests in every available way, lotions and potions will be provided by the sponsor. Sponsor may underwrite this station and put their signage throughout.

Benefits include: *Your company logo on signage in front of the powder room and two General Admission tickets.*

**Valet Parking Sponsor** *(1 available)*

A gift from your company featuring a message from you will be placed in each car that is valet-parked (for example, mirror tags, water bottle or a rose).

Benefits include: *Your company logo on signage at the valet parking area, a branded item placed in valet-parked cars (you supply the item), plus two General Admission tickets.*

**$500 SPONSOR**

As one of only 50 “Sole Sisters,” you will be recognized on our event website and in the event program. Participation as a “Sole Sister” is a wonderful way to deepen your support for Olive Crest and the difference it is making in our community, as well as to celebrate our accomplishments.

As a “Sole Sister,” your contribution of $500 includes 2 General Admission tickets or one VIP ticket to the event, and name recognition or ¼ page ad in auction catalog.
Yes! I would like to participate in Wine Women & Shoes, Thursday, November 10, 2016, as:

[ ] Presenting Sponsor ($15K)  [ ] Gold Studded Sandal ($10K)  [ ] Silver Stiletto ($5K)
[ ] VIP Table Host Sponsor ($2,500)  [ ] Best in Shoe  [ ] Key to the Closet  [ ] Photo Booth  [ ] Shoe Guy  [ ] Swag Bag
[ ] Custom Opportunity Sponsor  [ ] Powder Room  [ ] Valet Parking  [ ] Sole Sister Sponsor ($500)

Company Name (as you would like it to appear for recognition purposes): ________________________________

Contact Name: ________________________________  Email: ________________________________

Phone: ________________________________

[ ] Check enclosed for $________ payable to Olive Crest.
Mail to Olive Crest, Attn: Lynn Hoyos, 2500 116th Ave. NE, Suite 1, Bellevue, WA 98004

[ ] Charge my credit card for $________ (Please fill out information below.) Return form via mail to:
Olive Crest, Attn: Lynn Hoyos, 2500 116th Ave. NE, Suite 1, Bellevue, WA 98004 or
call Lynn at 425.598.2553 with your credit card information.

Credit card only - Please Circle: Visa  MasterCard  Amex  Name: (as it appears on the card): ________________________________

CC#: __________________ Exp. Date _______ CVV _______ Signature: ________________________________

Olive Crest is a 501(c)(3) organization, tax ID 95-2877102. Your gift is tax deductible to the extent allowed by law.

For more information, contact Lynn Hoyos at 425.598.2553 or lynn-hoyos@olivecrest.org

wine womenshoes.com/olivecrestseattle  |  To learn more about Olive Crest, please visit www.olivecrest.org
Sponsor Benefit Details

Pre-event collateral direct mailings (logo, sponsor confirmation form and funds) must be received before the following deadlines:

- Save-the-Date (quantity: 1,200) deadline: 05/06/16
- Invitations (quantity: 1,200) deadline: 8/26/16
- Event Catalog (quantity: 400) deadline: 10/13/16

Facebook: Olive Crest Western Washington has more than 1,500 likes with a reach of over 1,200 per week.
- Olive Crest’s Wine Women & Shoes Facebook page has more than 893 likes.
- Olive Crest e-news circulation: over 1,800 regional circulation
- Olive Crest website: averages over 208,000 hits per month

2016 Wine Women & Shoes Catalog Logo Specifications:
- High-resolution format: EPS, JPEG
- Catalog Size: 11”H x 4.25”W

Business Card Specifications:
- High-resolution format: EPS, JPEG
- Card size: 2”H x 3.5”W