



wine women & shoes®

BENEFITING RONALD MCDONALD HOUSE CHARITIES®
OF NORTHEAST OHIO, INC.

Presented by *SITE Centers*

2022 Sponsorship Opportunities



Ronald McDonald
House Charities®
Northeast Ohio

Get Pumped and Join us!

Wine Women & Shoes, benefiting Ronald McDonald House Charities® of Northeast Ohio, Inc., will take place on Saturday, October 22 and will feature amazing fashions, fine wines, an incredible auction, fabulous raffles, shopping marketplace and fun! We have a variety of sponsorship options to fit your company's charitable giving strategy. With YOUR help, we can continue to keep families together near the care their children need.

Be there. Be fabulous!

SATURDAY, OCTOBER 22 • From 11:00 AM - 2:30 PM

InterContinental Hotel Cleveland

9801 Carnegie Avenue, Cleveland, OH 44106

Ronald McDonald House Charities of Northeast Ohio, Inc. **enhances the healthcare experience for families and children through comfort, care, and supportive services.** Each year, thousands of families whose children are receiving medical care throughout Northeast Ohio are served through our programs. Find more information at **RMHCneo.org**.



RMHC®
Northeast Ohio

WWW.WINEWOMENANDSHOES.COM/NEOHIO

WWW.RMHCNEO.ORG



Sponsorship Opportunities

SOLD \$15,000 DIAMOND STILETTO PRESENTING *(one available)*

- Exclusive recognition as presenting sponsor. Includes your name/logo incorporated into the official event logo that's displayed on all collateral, event signage, social media campaigns, and webpages. Your company will be associated with everything involving WW&S
- Name and/or logo placement in all event public relations and advertising initiatives, press releases, and event collateral including programs, signage, save-the-date and invitation
- Prominent recognition on event website, e-blasts, and social networking campaigns reaching followers of RMHC NEO.
- Link to your company website from the RMHC NEO and WW&S websites
- Opportunity to provide a 30-second video or have a company representative address the audience during the seated program
- Opportunity to place a premier item in swag bag (event appropriate items only)
- Two (2) reserved VIP tables for a total of 20 tickets with swag bags

\$10,000 PLATINUM PUMP SPONSOR

- Name and/or logo placement in all event public relations and advertising initiatives, press releases, and event collateral including programs, signage, save-the-date and invitation
- Prominent recognition on event website, e-blasts, and social media campaigns reaching followers of RMHC NEO.
- Link to your company website from the RMHC NEO and WW&S websites
- On-stage verbal recognition during the seated program
- Opportunity to place a premier item in swag bag (event appropriate items only)
- One (1) VIP table for a total of ten (10) tickets with swag bags

FASHION SHOW: A must see! The glamorous fashion show dazzles guests with boutique offerings from casual to evening wear.

SOLD **KEY-TO-THE-CLOSET:** Two hundred keys for sale and only one will hold the winning match to a collective bounty of donated treasures. The closet contains everything a woman wants, and your brand will be featured as the Key-to-the-Closet sponsor.

WINE GLASS: Each guest receives a wine glass with your logo when they arrive. The perfect opportunity for you to leave a fabulous impression as attendees sip away, and as they relive memories from this magical event when they use this glass at home.

\$5,000 GOLD GLADIATOR SPONSOR

- Name and/or logo placement in all event public relations and advertising initiatives, event programs, and signage
- Recognition on event website, e-blasts, and social media campaigns
- Link to your company website from the RMHC NEO and WW&S websites
- Opportunity to place a premier item in swag bag (event appropriate items only)
- Ten (10) VIP tickets with swag bags

SOLD **MARKETPLACE:** Be one of the first impressions for guests at the event. Boutique shopping vendors, delicious wine tastings, a photograph station, Key-to-the-Closet, Wall of Wine and a few more surprises are all areas that are featured as part of the fun.

SOLD **MISSION MOMENT:** Tie your brand to the ultimate emotional moment at the event by underwriting production costs for the heartfelt Mission Moment video. This high-impact sponsorship includes verbal recognition during the introduction of the video, logo impressions during playback positioned as "Brought to you by...", highlighting of your company name or logo in any mission related e-blasts, event slides and signage, and continued post-event impressions as video is shared on social sites.

SOLD **SHOE GUYS:** Charming men will be working the room, pampering guests and adding to the fun. Your logo will be tastefully embroidered on Shoe Guy shirts.

SOLD **SWAG BAGS:** Your logo will appear on the coveted swag bag gifted to all attendees. Your branded tote will be paraded all over town.

Sponsorship Opportunities

\$2,500 SILVER SLINGBACK SPONSOR

- Name and/or logo placement in all event public relations and advertising initiatives, event programs, and signage
- Recognition on event website, e-blasts, and social media campaigns
- Link to your company website from the RMHC NEO and WW&S websites
- Opportunity to place a premier item in swag bag (event appropriate items only)
- Four (4) VIP admission tickets with swag bags

BEST IN SHOE: Celebrate our guests' fabulous footwear by promoting the "Best in Shoe" award. You'll have the opportunity to work the room, choose the winners, and announce and award the winner as part of the live program.

SOLD PHOTO BOOTH: An elaborate photoshoot area with your company's name and logo featured on every photo printed on-site for guests

SOLD VALET: Valet will be a popular choice for most of our guests at this venue. With your logo at the valet station, there will be visibility from not only our attendees but other guests of the hotel as well. Opportunity to provide a leave-behind placed by valets in guests' cars.

WALL OF WINE: Guests can guarantee they walk away with a great bottle of wine (or two) with a selection of wine bottles valued from \$15-\$100 at our Wall of Wine.

\$1,000 SUPPORTING SANDAL SPONSOR

- Logo placement in event programs, and signage
- Recognition on event website, e-blasts, and social media campaigns
- Link to your company website from the RMHC NEO and WW&S websites
- Two (2) VIP admission tickets with swag bags



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Marketing Strategy

SAVE-THE-DATE & INVITATION POSTCARDS

mailed to 5,000+ RMHC NEO supporters.

EVENT WEBPAGES

Wine Women & Shoes website and RMHC NEO event page continually updated with event and sponsor information, sponsor links included on event website.

winewomenandshoes.com/neohio

SOCIAL MEDIA ENGAGEMENT

With a social media audience of more than 22,000 followers, RMHC NEO will promote sponsor information across appropriate channels through engaging content.

E-BLASTS

E-blasts will be sent to a network of over 27,000 RMHC NEO donors, friends, and volunteers.

DON'T SEE WHAT YOU'RE LOOKING FOR?

Contact Katie Spring at kspring@rmhcneo.org to develop a customized sponsorship package.



Sponsor Commitment

**WE ARE EXCITED TO BE A PART OF THE EVENT ON OCTOBER 22, 2022
AND WOULD LOVE TO BE A SPONSOR AT THE LEVEL OF:**

SOLD! \$15,000 DIAMOND STILETTO PRESENTING

- \$10,000 PLATINUM PUMP** [] Fashion Show [~~SOLD~~] Key-to-the-Closet [] Wine Glass
- \$5,000 GOLD GLADIATOR** [~~SOLD~~] Marketplace [~~SOLD~~] Mission Moment [] Shoe Guys [~~SOLD~~] Swag Bags
- \$2,500 SILVER SLINGBACK** [] Best in Shoe [~~SOLD~~] Photo Booth [~~SOLD~~] Valet [] Wall of Wine
- \$1,000 SUPPORTING SANDAL**

Name for Sponsor Recognition Purposes: _____

Contact Name: _____

Address: _____

E-mail: _____ Phone: _____

- Unable to attend but here is a donation to RMHC NEO of \$ _____
- Check enclosed (payable to Ronald McDonald House Charities of Northeast Ohio)
- Charge my credit card: AMEX Discover Mastercard VISA
- Send me an invoice for \$ _____

Card #: _____ CVV: _____

Name on Card: _____

Signature: _____

**Return to Katie Spring at kspring@rmhcneo.org or by mail to: Ronald McDonald House Charities®
of Northeast Ohio, Inc., 10415 Euclid Avenue, Cleveland, OH 44106 by Friday, August 26, 2022**