



wine  
women & shoes  
— Benefiting —



*Be fabulous!*

SPONSORSHIP OPPORTUNITIES



# Get pumped for...

## 1<sup>ST</sup> ANNUAL WINE WOMEN & SHOES

March 30, 2023 | Mark Hopkins Hotel | 6PM

There are few combinations that evoke glamour and fun as much as the perfect fit of Wine Women & Shoes. San Francisco's wine-savvy, fashion-forward women and a few good men will kick up their heels to support the Aquarium of the Bay.

Wine Women & Shoes has exploded across North America and Canada in the last decade, producing more than 500 fabulous fashion events that have helped net an impressive \$100 million for nonprofits.

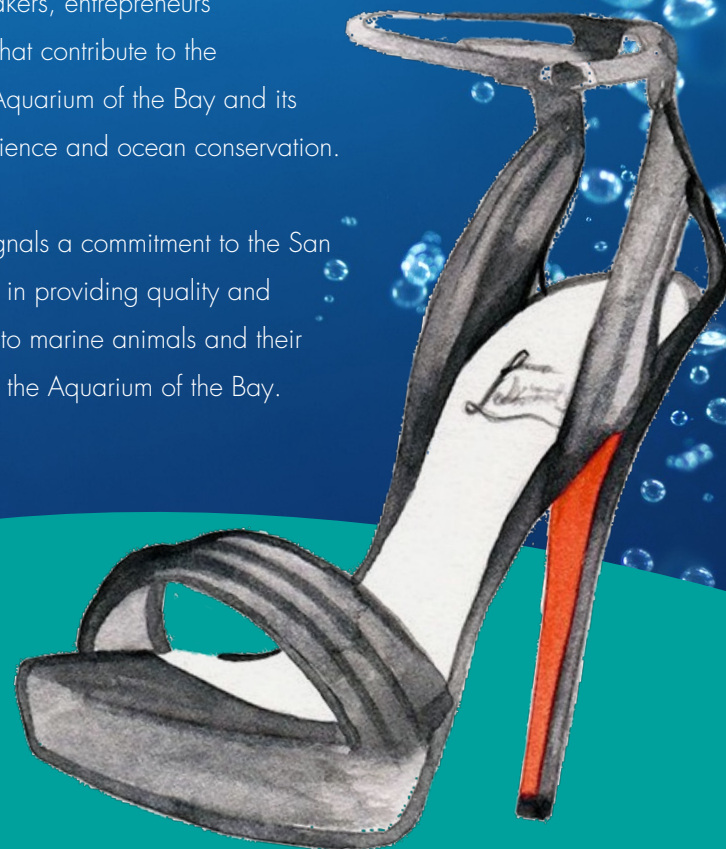
### 350+ DISCERNING GUESTS WILL ENJOY:

- Showstopping Broadway entertainment
- Fine wines from local vineyards
- Bidding on unique silent and live auction items
- Culinary delights
- Shopping the latest trends in our marketplace of national and local merchants

## WW&S GUEST PROFILE

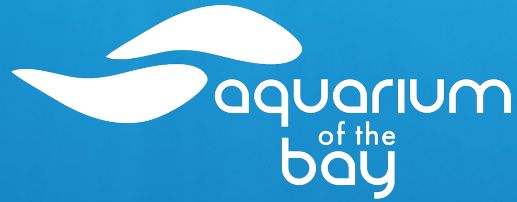
Our guest's range in age from 25 to 65 and represent environmentally conscious and community minded philanthropists and professionals who are luxury fashion conscious consumers and wine connoisseurs. The audience who are invited to attend Wine Women & Shoes benefitting Aquarium of the Bay are community influencers, charity supporters and passionate about marine conservation in their local community. Supporters of this event are the tastemakers, entrepreneurs and key connectors that contribute to the development of the Aquarium of the Bay and its drive for climate resilience and ocean conservation.

Your participation signals a commitment to the San Francisco community in providing quality and compassionate care to marine animals and their fragile ecosystems at the Aquarium of the Bay.





# Your Sponsorship Supports



Smithsonian Affiliated Aquarium of the Bay is a 501(c)(3) non-profit organization with a mission to inspire Climate Resilience and ocean conservation through environmental stewardship to protect and preserve eco-biodiversity of the San Francisco Bay and its ecosystems, from the Sierra to the Sea™.

The Aquarium of the Bay hopes that this event will encourage nature enthusiasts to support the research and conservation of the diverse ecosystems struggling in our local community. Your generosity will go directly towards addressing some of the world's most pressing environmental issues, such as global warming & climate change, plastic pollution, and habitat loss while providing a unique learning experience and lens into the critically important ecosystems of the San Francisco Bay.

FOR MORE INFORMATION, VISIT: [AQUARIUMOFTHEBAY.ORG](http://AQUARIUMOFTHEBAY.ORG)

*The Aquarium of the Bay is a 501c3 non-profit organization. Tax ID #90-0401015. All Contributions are tax-deductible to the fullest extent of authorized by the law. For additional information please contact the Development Team at [development@bay.org](mailto:development@bay.org)*





# Marketing Benefits

**SAVE - THE DATE :** An e-blast formally announcing the event date and theme, as well as appropriate sponsors, will be distributed to targeted lists of donors, members, and previous supporters and guests through electronic mail. Expected audience: 115,000+

**EVENT WEBPAGE:** The Wine Women & Shoes SF web page and the Aquarium of the Bay event web page will be updated with event and sponsor information and include links to appropriate sponsor web sites. Expected audience: 50,000+

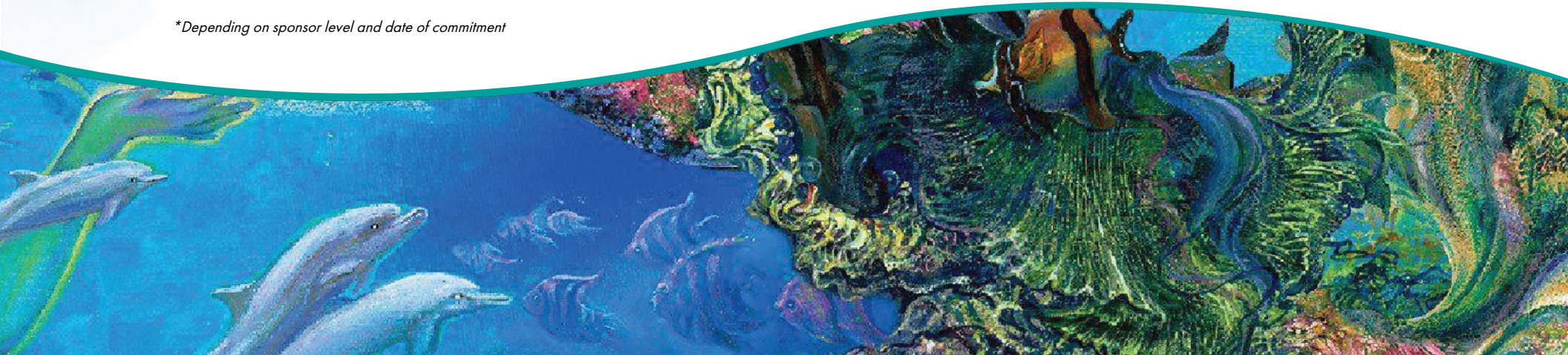
**E - B LASTS:** Regular event emails will be sent to donors, volunteers, and friends and may include appropriate sponsors. Expected audience: 115,000+

**SOCIAL MEDIA:** The Aquarium of the Bay will connect sponsors to event guests and donors via social media platforms, including the Wine Women & Shoes SF Facebook page and the Aquarium's Instagram and Facebook pages. Expected audience: 50,000 and growing!

**MAGAZINE ADS :** Certain sponsors will be listed in event ads obtained via our Bay Area media partnerships.

**EVENT DAY:** Opportunity to mingle with our guests in person and your logo on select event signage.

*\*Depending on sponsor level and date of commitment*



# *Sponsorship Levels* **AND BENEFITS**

## **\$30,000 PRESENTING PLATINUM STILETTO**

- Exclusive for you/your company
- Unique marketing opportunity at the event
- Name/logo on: Event signage and program\*, event web pages, social media, email invitation, screen at the event, e-blasts, news releases, and on ad in media sponsor magazine
- Premier seating for program
- 20 VIP tickets
- Swag bags for each guest

## **\$15,000 SHINE LIKE A DIAMOND**

- Exclusive for you/your company
- Unique marketing opportunity at the event
- Name/logo on: Event signage and program\*, event web pages, social media, email invitation, screen at the event, e-blasts, news releases, and on ad in media sponsor magazine
- Premier seating for program
- 10 VIP tickets
- Swag bags for each guest

## **\$10,000 GOLD PUMP**

- Name/logo on: Event signage and program\*, event web pages, social media, email invitation, screen at the event, e-blasts, news releases, and on ad in media sponsor magazine
- Premier seating for program
- 8 VIP tickets
- Swag bags for each guest

## **\$5,000 SILVER SLIPPER**

- Name/logo on: Event web pages, social media sites, screen at the event, and select e-blasts
- Priority seating for program
- 4 VIP tickets
- Swag bags for each guest

## **\$2,500 BRONZE WEDGE**



- Name/logo on: Event web pages, social media sites, and screen at the event
- 2 VIP tickets
- Swag bags for each guest



*\* Deadline for inclusion in the program/event signage: March 3, 2023*



# *Sponsorship* LEVELS & BENEFITS CHART

	Presenting Platinum \$30,000	Diamond \$15,000	Gold Pump \$10,000	Silver Slippers \$5,000	Bronze Wedge \$2,500
Unique marketing opportunity at event					
Exclusivity ( <i>one available</i> )					
Name/Logo featured on invitation, program and event signage					
Mention in media including press release, social media, e-blasts					
Name/Logo featured on email invitation, e-blasts, and press releases					
Link to your company website from the WW&S website					
Mentioned on screen at event					
Seating	<i>Front Row</i>	<i>Premiere</i>	<i>Priority</i>	<i>Priority</i>	<i>Priority</i>
Tickets & Swag Bags	<i>20 VIP Tickets</i>	<i>10 VIP Tickets</i>	<i>8 VIP Tickets</i>	<i>4 VIP Tickets</i>	<i>2 VIP Tickets</i>

# One-of-a-Kind \$5,000 OPPORTUNITIES

*Benefits Include: 4 VIP tickets and swag bags + logo and link on webpage*

**SHOE GUYS** *(Exclusive)* Sponsor 25 charming "Shoe Guys" working the room and engaging more than 350 guests. It's a great opportunity to highlight your brand and willingness to make a positive impact by placing your logo on the "Shoe Guys" shirts.

**ENTERTAINMENT** *(3 opportunities)* The best part of the evening is supporting Aquarium of the Bay AND all the entertainment that will keep our guests on their toes. You'll help us delight our guests with unique entertainment pieces throughout the program portion of the evening.

**BUBBLY WALL** *(Exclusive)* Make a sparkling entrance by sponsoring an Instagram-able bubbly wine backdrop for the guests to commemorate their dazzling evening. Your sponsor logo will be highlighted (along with the WW&S and the Aquarium of the Bay logos) for brand exposure on this one-of-a-kind display.

**STEP 'N' REPEAT** As lovely ladies arrive at the entrance of the event, they are escorted to be photographed in front of a Step and Repeat banner. Your sponsor logo will be splashed onto a vibrant banner backdrop (along with the WW&S and the Aquarium of the Bay logos) and will live on as those photos are liked and shared!

**AUTOMOBILE** *(Exclusive)* Drive the ladies wild by promoting your vehicles at Wine Women & Shoes. Display cars indoors or out while working the room at the Signature Event. Photo opps abound, especially if you park on the red carpet.

**SWAG BAG** *(Exclusive)* Your logo will appear on the coveted swag bag gifted to all attendees. Soon your branded tote will be paraded all over town.

**LYFT VOUCHER** *(Exclusive)* Make a lasting mark on your community by encouraging and providing safe transportation to and from the venue with a \$10 rideshare voucher. Redeemable only within the sphere of the venue.

**MOBILE BIDDING** *(Exclusive)* Be the logo prominently featured on all Mobile bidding and Silent Auction pages, e-blasts, and social posts! Our guests will be checking out the mobile bidding screen frequently while the auction is live and will see your logo every time!

**WINE GLASS** *(Exclusive)* Each guest receives a wine glass when they arrive with your logo. The perfect opportunity for you to leave a fabulous lasting impression as they sip away, and as they relive memories from this magical evening when they take this glass home.

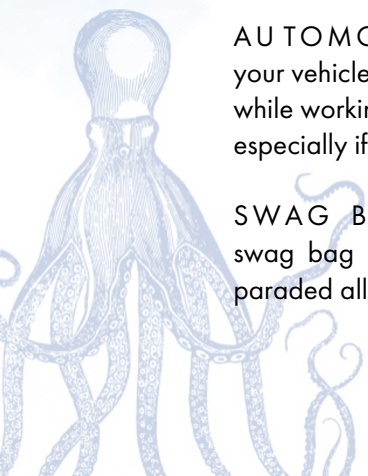
**KEY TO THE CLOSET** A hundred keys for sale and only one will hold the winning match to a collective bounty of donated treasures. The closet contains everything a woman wants, and your brand will be featured as the Key to the Closet sponsor.

**MISSION MOMENT** *(Exclusive)* An opportunity to tie your brand to the ultimate emotional moment at the event but 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...." Or, "This moment made possible by...",

highlighting of company name or logo in any mission related eblasts, event slides and signage, continued post event impressions as video is shared on social sites.

**LIVE AUCTION** *(Exclusive)* Who doesn't want to be a part of the excitement of the Live Auction?! Receive logo recognition on the Live Auction preview eblast, all Live Auction slides, Live Auction thank you acknowledgments and multiple verbal recognitions from stage during the Live Auction.





# One-of-a-Kind \$2,500 OPPORTUNITIES

*Benefits Include: 2 VIP tickets and swag bags + logo and link on webpage*

**KEEP IT CLEAN** *(Exclusive)* Celebrating helping hands by spreading love, not germs! These branded individual hand sanitizers will be handed out to each attendee at the beginning of the event.

**BEST IN SHOE** *(3 opportunities)* Celebrate our attendees' fabulous footwear by promoting a "Best in Shoe" award. Your judges work the room, choose the winners, and announce the winner as a part of the live program

**WALL OF WINE** *(Exclusive)* For this WINE focused event, your logo will be prominently featured on the Wall of Wine signage, and Wall of Wine display. Language on signs says, "Wall of Wine presented by XYZ Company".

**COCKTAIL NAPKIN** *(3 opportunities)* Be the logo prominently featured on all cocktail napkins for the event. Every best dressed lady needs somewhere to blot her lips.

**TECH/CHARGING STATION** *(Exclusive)* All those selfies and quick snaps will wear down your phone. Be the sponsor of our tech/charging station where guests can "juice" up.

**MARKETPLACE SPONSOR** *(Exclusive)* As our guests shop the day away, this opportunity insures they know who you are in every possible way. Sponsor may underwrite the marketplace and your signage will be placed throughout the marketplace area.

**HYDRATION STATION** *(2 opportunities)* Help our fabulous attendees hydrate at the infused water station. Elegant signage and dispensers will draw a thirsty crowd.

**VOLUNTEER SPONSOR** *(Exclusive)* Support our hardworking volunteer staff while marketing your brand with a lanyard featuring your unique logo for all the event volunteers.







## SPONSOR COMMITMENT FORM

☐ Presenting Platinum (\$30,000)    ☐ Shine Like a Diamond (\$15,000)    ☐ Gold Pump (\$10,000)

☐ Silver Slipper (\$5,000)    ☐ Bronze Wedge (\$2,500)

☐ Custom \$ \_\_\_\_\_ \$ \_\_\_\_\_

Name for Recognition Purposes: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Address: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

☐ Check enclosed for \$ \_\_\_\_\_ payable to Aquarium of the Bay. Mail to: Aquarium of the Bay, Pier 39, The Embarcadero at Beach Street San Francisco, CA 94133

☐ Charge my Credit Card for \$ \_\_\_\_\_ Return form via e-mail to [Hunter@bayecotarium.org](mailto:Hunter@bayecotarium.org)

Please Circle:          Visa          MasterCard          Amex          Discover

CC#: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CVN: \_\_\_\_\_

Billing Address: \_\_\_\_\_ City/State: \_\_\_\_\_

Zip Code: \_\_\_\_\_ Signature: \_\_\_\_\_

To Submit form and payment, e-mail [Hunter@bayecotarium.org](mailto:Hunter@bayecotarium.org) or send via mail to: Aquarium of the Bay, Pier 39

The Embarcadero at Beach Street, San Francisco, CA 94133

Or sign up online at: [www.aquariumofthebay.org](http://www.aquariumofthebay.org)

**SPONSORSHIP QUESTIONS?** To request additional details regarding your uniquely crafted sponsorship investment, contact [development@bay.org](mailto:development@bay.org)  
We are looking for in kind donations for the Key-to-the-Closet raffle, silent auction, live auction, and volunteer swag bags. Contact us for more detail.

*\*tax deductibility of donations will be determined after sponsorship is finalized.*