wine women&shoes®

Benefitting CASA of Kern County

Heels on. Glasses up.

CASA®
Court Appointed Special Advocates
FOR CHILDREN
KERN COUNTY

Saturday, October 1, 2016 • River Bluff • 2-6PM
Sip, Savor, Shop, Support a child in need in Kern County!
Tickets on sale July 1 at winewomenandshoes.com/casakc

2016 Sponsorship Packet

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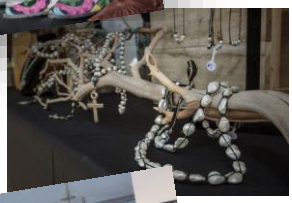
A Perfect Fit



Wine Women & Shoes is a highly successful fundraising event platform that offers sponsors a unique opportunity to place their business in front of an ideal but hard to reach demographic: affluent, savvy women.

These smart, sophisticated events combine whimsical wine education with a metaphor women understand well — shoes. The Signature Event features wine tasting, auctions, an exciting fashion show and a walkaround designer fashion marketplace.

Created by women for women, all who enjoy fine wine, great style, female cameraderie and supporting a noble cause, Wine Women & Shoes is one of the fastest growing luxury event series in the country, doubling the number of event markets in just three years.

CASA of Kern County is thrilled to bring this event to Bakersfield for the sixth year and to be working alongside Wine Women & Shoes' expert team, who has managed over 60 well-attended events and helped net over $35 million dollars for their charity partners. Together, we can ensure your business reaps benefits too.

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Attendee Profile

Wine. Women. Shoes. Just three words that elicit another three words: “Count me in!” This nationally recognized brand generates excitement everywhere it goes, and CASA of Kern County anticipates our event will sell out well in advance.

Known for furnishing affluent, educated, mostly professional women a relevant and lighthearted environment, Wine Women & Shoes events encourage meaningful interaction, female empowerment and financial support for the cause, in this case, CASA of Kern County. Our ticket prices this year will be $125 general admission and $175 VIP, attendees typically donate or spend an average of $200–600 at this event.

We expect over 450 attendees, 80% women ages 30 to 55. Ranging from CEO moms to 30-something young professionals, they:

- Are key influencers, taste makers 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

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The Concept

Wine Women & Shoes is the brainchild of Napa Valley vintner Elaine Honig, who for 21 years ran marketing, branding and communications at Honig Vineyard & Winery. During that time, she realized that women (who comprise 60% of wine consumers) were an underserved market, and wine events designed for women just didn't exist.

Inspired by a playful conversation with a friend, she conceived "the fine art of wine and shoe pairing". A year later she founded Wine, Women & Shoes — a unique, licensed, turnkey event platform uniting fundraising, wine and fashion.

Wine Women & Shoes' affairs are festive — with a feminine soul. The atmosphere is supportive and empowering as together, attendees sample fine wine, shop designer fashions and cheer each other on during the fashion show, all while demonstrating their commitment to a charitable cause.

Elaine's well-formulated, proven strategy and her team's tactical expertise enable them to hit the ground running — in stilettos no doubt — to help charities stage every event and create a win-win for all parties involved. Sponsors are guaranteed many valuable opportunities to expose their business to a large, targeted and attentive audience.

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The Signature Event

This event is a feast for the senses, incorporating a walk-around wine and food tasting, designer marketplace, live auction and glamorous fashion show that all come together for a few fabulous hours of fundraising, camaraderie and shopping.

While attendees are sampling wine, grazing on gourmet food and trying on shoes, fashions and accessories, we can showcase your business in a number of ways. Your business logo can also appear on branded giveaways in goodie bags handed out to every attendee. And perhaps, for even better exposure, provide us with shoe guy or model volunteers, or be one yourself!

In addition, leading up to the event your business logo will appear in all printed materials and signage; our website and the Wine Women & Shoes website; and in local print, TV and radio spots. 5,500 invitations will go out for this event and over 12,000 impressions of your logo will occur over the time span (depending on your sponsorship level).

There are numerous other opportunities to reach attendees with your brand that can be creatively customized to your offering and preferences.

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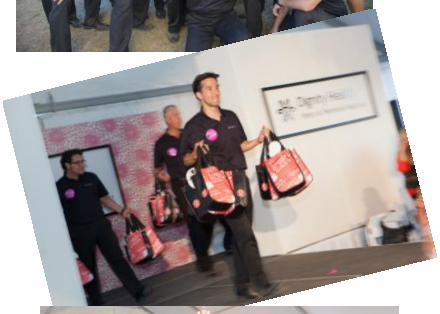
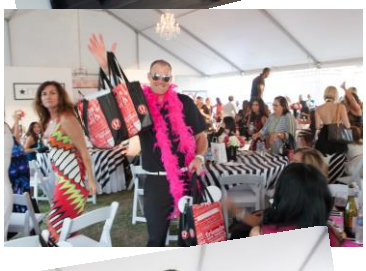
Shoe Guys





Everyone loves the Shoe Guys.

Tempting guests with their charm, good looks and a single shoe on a silver platter, Shoe Guys are a highlight of every Signature Event. There to help generate sales and excitement, they'll happily explain why a strappy silver sandal goes well with a Sauvignon Blanc, or how a Cabernet Sauvignon pairs with a black stiletto pump.

Besides the obvious fun of flirting with hundreds of attractive women at
a sophisticated, upscale event, being a Shoe Guy can provide excellent
promotional opportunities for your business and more personal access to this unique demographic of attendees.

CASA of Kern County is pleased to offer these "soleful" opportunities for men in our local community. We invite you to become one!

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Media, Press Coverage, Marketing

CASA of Kern County's Wine Women & Shoes event – exclusive to us in our area — is anticipated to be one of our most popular annual fundraisers, highly anticipated each year. Taking part as a sponsor is a tremendous opportunity to expose your business to our highly aware audience.

As soon as sponsors sign on with Wine Women & Shoes, extensive local media coverage begins and continues right on through the event and follow-up afterwards. Press coverage and advertising is delivered via local TV, radio, PSAs, regional glossy magazines and newspapers. Online coverage includes charity and social networking websites (i.e., Facebook and Twitter) that are updated frequently to promote the event.

We hope you will take advantage of this fabulous, multi-channel marketing opportunity and call CASA today to find out more!

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Sponsor Recognition

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Sponsor Levels

Sexy Platinum Pump Sponsor - $25,000

- A $25,000 investment in CASA of Kern County
- Exclusive presenting sponsor
- Recognition on the reusable swag bag and shopping bag (all attendees will receive)
- Logo placement in ALL event public relation and advertising initiatives, press releases, and event collateral including programs, and signage
- Prominent recognition on event website, e-blasts, and social networking campaigns (i.e., Facebook and Twitter)
- On-stage verbal recognition at the fashion show and prominent signage at the event
- Opportunity to promote business with product placement at event
- Opportunity to promote business with booth at event (booth/contents to be approved by WW&S)
- Link to your company website from the CASA of Kern County website and Wine Women & Shoes website
- Opportunity to place a premier item in swag bag (event appropriate items only)
- Name inclusion in the event program and on the invitations when secured by 7/1/16
- Company's logo etched on all event wine glasses
- Two reserved private shoe guy sommeliers
- Opportunity to provide two models for the fashion show
- Opportunity to provide two shoe guys
- Twenty five event tickets as stated above
- Twenty five swag bags

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Sponsor Levels

Gorgeous Gold Stiletto Sponsor - $20,000

- A $20,000 investment in CASA of Kern County
- Recognition on the reusable swag bag and shopping bag (all attendees will receive)
- Logo placement in ALL event public relation and advertising initiatives, press releases, and event collateral including programs, and signage
- Prominent recognition on event website, e-blasts, and social networking campaigns (i.e., Facebook and Twitter)
- On-stage verbal recognition at the fashion show and prominent signage at the event
- Opportunity to promote business with product placement at event
- Opportunity to promote business with photo booth at event (booth/contents to be approved by Wine Women & Shoes Committee)
- Link to your company website from the CASA of Kern County website and Wine Women & Shoes website
- Opportunity to place a premier item in swag bag (event appropriate items only)
- Name inclusion in the event program and on the invitations when secured by 7/1/16
- One reserved private shoe guy sommeliers
- Two reserved private tables for ten
- Opportunity to provide two models for the fashion show
- Opportunity to provide two shoe guys
- Twenty event tickets as stated above
- Twenty swag bags

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Sponsor Levels

Swanky Silver Slipper Sponsor - $15,000

- A $15,000 investment in CASA of Kern County
- Recognition on the reusable swag bag and shopping bag (all attendees will receive)
- Logo placement in ALL event public relation and advertising initiatives, press releases, and event collateral including programs, and signage
- Prominent recognition on event website, e-blasts, and social networking campaigns
- On-stage verbal recognition at the fashion show and prominent signage at the event
- Opportunity to promote business with product placement at event
- Link to your website from the CASA of Kern County website and WW&S website
- Opportunity to place a premier item in swag bag (event appropriate items only)
- Name inclusion in the event program and on the invitations when secured by 7/1/16
- Logo recognition on chairs at fashion show
- Opportunity to provide one model for the fashion show
- Opportunity to provide one shoe guy for event
- Fifteen event tickets
- Fifteen swag bags

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Sponsor Levels

Sassy Sling Back Sponsor - $10,000

- A $10,000 investment in CASA of Kern County
- Recognition on the reusable swag bag (all attendees will receive)
- Logo placement in ALL event public relation and advertising initiatives, press releases, and event collateral including programs, and signage
- Recognition on event website, e-blasts, and social networking campaigns
- On-stage verbal recognition at the fashion show and prominent signage at the event
- Opportunity to promote business with product placement at event
- Link to your website from the CASA of Kern County website and WW&S website
- Opportunity to place a premier item in swag bag (event appropriate items only)
- Name inclusion in the event program and on the invitations when secured by 7/1/16
- Logo recognition on chairs at fashion show
- Opportunity to provide one model for the fashion show
- Opportunity to provide one show guy for event
- Ten event tickets
- Ten swag bags

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Sponsor Levels

Blingin' Boot Sponsor - $5,000

- A $5,000 investment in CASA of Kern County
- Recognition on the reusable swag bag (all attendees will receive)
- Logo placement in ALL event public relation and advertising initiatives, press releases, and event collateral including programs, and signage
- Recognition on event website, e-blasts, and social networking campaigns
- Link to your website from the CASA of Kern County website and WW&S website
- Opportunity to place a premier item in swag bag (event appropriate items only)
- Name inclusion in the event program and on the invitations when secured by 7/1/16
- Logo recognition on chairs at fashion show
- Five event tickets
- Five swag bags

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Sponsor Levels

Sparkling Bronze Ballet Slippers Sponsor - $2,500

- A $2,500 investment in CASA of Kern County
- Recognition on the reusable swag bag (all attendees will receive)
- Logo placement in event public relation and advertising initiatives
- Name inclusion in the event program and invitation if confirmed by 7/1/16
- Recognition on event website, e-blasts, and social networking campaigns
- Logo recognition on chairs at fashion show
- Three event tickets
- Three swag bags

Glittering Copper Flips Sponsor - $1,000

- A $1,000 investment in CASA of Kern County
- Name inclusion in the event program and invitation if confirmed by 7/1/2016
- Recognition on event website, e-blasts, and social networking campaigns
- Logo recognition on chairs at fashion show
- Two event tickets
- Two swag bags

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Sponsor Levels

Strategic opportunities exist to promote your brand to hundreds of high-income, influential men and women, while supporting a great cause. A few possible opportunities include:

Center Stage Sponsor – $5,000 (One Available)
Your brand will be the belle of the ball! The centerpiece of the room – the stage – will showcase your company or product as the presenter of the fashion show…the highlight of the day! ***Benefits Include:*** Stage is branded with your logo + Fashion show presented by your brand + Nominating rights for 2 models in the fashion show + Nominating rights for two "Shoemmeliers"+ Stage-side VIP table for four + Designated vintner for group.

Red Carpet Sponsor – $5,000 (One Available) - SOLD
Attendees will enter Wine, Women & Shoes with ENERGY, and one of the highlights is stopping for a photo in front on the Wine, Women & Shoes backdrops. These banners will be branded with your logo, the WW&S logo, and the CASA logo to showcase your brand as a top supporter of children in Bakersfield! ***Benefits Include:*** Step/Repeat banners branded with your logo for red carpet photos (which are wildly shared after the event on social media!) + Maximum-exposure signage along event entry + four VIP tickets.

Best in Shoe Sponsor – $2,500 (One Available) - SOLD
Four wonderful prizes will be awarded for Best in Shoe at Wine, Women & Shoes. ***Benefits Include:*** Your logo on the Best in Shoe poster, pick and announce the Best in Shoe winners on stage + Two individual tickets.

Tote bag Sponsor – $2,500 (One Available) - SOLD
400 attendees receive reusable tote bags as they enter Wine, Women & Shoes – that means that 400 of Bakersfield's most admired tastemakers will be carrying your brand with them as they are out around town. ***Benefits Include:*** Your logo on one side of a high-quality tote bag + Two individual tickets.

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Wine Tasting Sponsor – $2,500 (One Available) - SOLD
For this WINE focused event, your logo will be featured on cocktail napkins, wine order forms, and wine sales booth for maximum exposure. ***Benefits Include:*** Logo on cocktail napkins, wine order forms, and wine sales booth + Two individual tickets.

Valet Sponsor – $2,500 (One Available)
A gift from your company that features a message from you will be placed in each car valet parked. For example: mirror tags, water bottle, or a rose. ***Benefits Include:*** Branded item placed in valet parked cars or checked bags (you must supply the item) + Two individual tickets.

Bag Check Sponsor – $2,500 (One Available) – PENDING
A gift from your company that features a message from you will be placed with each bag checked. ***Benefits Include:*** Branded item placed with checked bags (you must supply the item) + Two individual tickets.

Photobooth Sponsor – $2,500 (One Available) – NOT AVAILABLE
Your logo will be on the bottom of all film strips taken at the event!

Invitation Sponsor – $2,500 (One Available)
Our circulation of over 5,500 will receive an invitation with your company logo on it. ***Benefits Include:*** Your logo on one side of the invitation + two individual tickets.

Non-Alcoholic Beverage Sponsor - $2,500 (One Available) - SOLD
Company will have the opportunity to display non-alcoholic beverages at the coordinated beverage station. Benefits include strategically placed table with framed logo placement + two individual tickets to the event.

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Wine Tag Sponsor - $2,500 (One Available) Your logo will appear on every wine glass with a custom plantable wine tag. The ladies love this! The tags are printed on seed paper that create beautiful wild flowers . Includes two individual tickets.

Rearview Mirror Sponsor $2,500 (One Available)
Every vehicle will leave with a special thank you dangeling graciously from the review mirror. Be the first thing guests see when they are preparing to drive away. ***Benefits Include:*** two individual tickets.

Final Rose Sponsor $2,500 (One Available) We want guests to leave felling special, and your business could have the last word. Attach your logo and a brief message to guests on the rose they receive on their way home. ***Benefits Include:*** two individual tickets

Restroom Sponsor - $1,500 (One Available)
Sponsor our restroom and put lotions and potions with an attendant from your spa in uniform. ***Benefits Include:*** two individual tickets.

Mirror Mirror Sponsor - $1,500 (One Available)
Sponsor the vendor mirrors with a phrase like, “You look mah-vellous!” and your company logo. ***Benefits Include:*** two individual tickets.

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Shoemmelier Sponsor – $1,000 (Eight Available)
Each of the 8 retailers will have an assigned “shoemmelier” – a stylish and respected community figure who will promote retail items to shoppers. A fantastic opportunity to mix and mingle with potential clients and show your support for CASA’s work! ***Benefits Include:*** Nominating rights for one “shoemmelier” + two individual tickets.

Facebook Sponsor – $500 (Four Available)
Leading up to Wine, Women & Shoes, CASA will host five ticket giveaways on Facebook. In order to enter, participants will be required to “like” your Facebook page. A great option for companies wishing to boost their social media presence! ***Benefits Include:*** Promotion of a week-long Facebook giveaway designed to drive traffic to your page.

Individual Tickets $125.00 general admission
VIP Tickets $175.00
VIP Table of eight $1400.00

Key to the Closet Raffle Ticket $100.00

Have something else in mind? CASA would love to work with your group to create a customized branding package that could include thousands of brand impressions over a 4-5 month period.

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Marketing Facts to Women

- Women born between 1946 and 1964 represent a portion of the buying public no marketer can afford to ignore. These women are more financially empowered than any previous generation of women.
- Over the next decade, women will control two-thirds of consumer wealth in the U.S.
- Women are a consumer that luxury brands want to resonate with.
- Luxury consumers expect superior quality and are extremely discerning.
- Women make 95% of the purchase decisions for their household.
- Wealthy women investors are growing at a faster rate than that of men. In a two year period, the number of wealthy women in the U.S. grew 68%, while the number of men grew only 36%.
- Women make more than 80% of all consumer purchasing decisions and account for over 65% of new car purchases
- 92% pass on information about deals or finds to others.
- 51% are moms.
- 79% would try your product or service.
- 80% would solidify their brand loyalty.

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