Helping women help themselves

Saturday, September 16, 2017 | Phoenix, AZ
THE PERFECT PAIR...
Fresh Start Women’s Foundation
& Wine Women & Shoes

Fresh Start is celebrating 25 years with a BRAND new event hosted by the Fresh Start Auxiliary Board!

Saturday, September 16, 2017 at 11:00 a.m.
Chateau Luxe: 1175 E Lone Cactus Dr., Phoenix, AZ

Wine Women & Shoes has exploded across North America in the last decade, producing more than 300 fabulous fashion events that have helped net an impressive $44 million for its non-profit partners. WW&S events are fun, festive, and full of feminine soul that 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.

TICKET PRICE: $125.00

WW&S AUDIENCE
• 80% women ages 30 - 65
• Support charities and are socially conscious & community minded
• On average, attendees donate/spend $200-$600 at each event
• Key influencers, tastemakers and connectors in their communities
• Passionate about improving the health and well-being of themselves and others
• Women make 95% of the purchasing decisions for their household
• 92% of the women will pass on information about deals/finds to others

EVENT CO-CHAIRS
Kim Fowee-Perera
Finnegan, Henderson, Farabow, Garrett & Dunner, LLP

Jessica Gale
Spencer Fane LLP

2016/2017 AUXILIARY BOARD MEMBERS
Deborah Barrett
Farmers Insurance

Courtney Beller
Fennemore Craig, P.C.

Rachel Bensen
St. Jude Medical

Tracy Celaya
GO Consulting
International

Katherine Cerrito
Lavidge

Rebecca Cohen
OUTFRONT Media

Casey Dubinski
U.S. Trust, BofA Private Wealth Management

Marisa Flores
MassMutual

Tawny Frans
Mountain West Medical

Kirstin Jones
LaneTerralever

Angie Kory
Cypress Equities

Alex Lucas
Rush Auto Recyclers

Karen Merkle
Signature Audio, LLC

Kendra Miller
Bryan Cave LLP

Kelly O’Connor
Taser International

Aparajitha Reger-Flores
Slalom Consulting

Christine Rizzo
Singer/Fashion Stylist

Maggie Siple
Comerica Bank

Nicole Sorns
Snell & Wilmer LLP

Marlene Srdic
Glitz & Grammar

Misty Stachel
RKS Plumbing and Mechanical

Lorena Van Assche
Ryley Carlock & Applewhite
SPONSORSHIP OPPORTUNITIES

PLATINUM PUMP PRESENTING - $20,000  **SOLD!**
Thank You Comerica Bank

GOLD STILETTO TABLE - $7,500
- Logo & company name included on ALL event collateral and event signage
- Prominent recognition on event website, e-blasts, and social networking campaigns, with link to your company website
- Full page ad in event program
- Verbal/special recognition during the luncheon
- Sponsor recognition in event program
- Opportunity to promote business with product placement and customer liaison at event
- Champagne VIP table for ten (3 bottles)
- Tax-deductible donation of $6,800

SILVER STUDDED SANDAL TABLE - $5,000
- Prominent recognition on event website, e-blasts, and social networking campaigns, with link to your company website
- Half page ad in event program
- Verbal/special recognition during the luncheon
- Sponsor recognition in event program
- Champagne VIP table for ten (2 bottles)
- Tax-deductible donation of $4,300

BRONZE BOOT TABLE - $3,000
- Prominent recognition on event website, e-blasts, and social networking campaigns, with link to your company website
- Quarter page ad in event program
- Verbal/special recognition during the luncheon
- Sponsor recognition in event program
- Champagne VIP table for ten (1 bottle)
- Tax-deductible donation of $2,300
GEMSTONE PLATFORM SPONSORS - $2,500 – Your choice of the following:

**Key-to-the-Closet** – 100 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 – fashion and accessories, closet systems, beauty/spa items and experiences, etc. Your brand will be featured as the Key to the Closet sponsor.

**Shoe Guys** – Sponsor 25+ charming “Shoe Guys” working the room and engaging more than 300 women. It’s a great opportunity to showcase your brand with your logo and branding exposure on the “Shoe Guys” shirts. The men are a targeted group of brand ambassadors who are guaranteed to be the hit of the event.

**Red Carpet Photo Backdrop** – Unleash the power of the red carpet moment as guests enter and flash their best smiles in front of a backdrop splashed with your logo. And the moment lives on in their social media shares.

**Valet** – A parting gift from your company that features a branded message will be placed each car valet parked. Send the guest home with one last message about your company and our charity’s cause “xxx is happy to help Fresh Start achieve their mission, how can we help you?” For example: message on a water bottle or a custom tag attached to a rose.

**Gemstone Platform Sponsorship Benefits Include:** Logo recognition • Sponsor recognition in event program • Quarter page ad in event program • Four admission tickets • Tax-deductible donation of $2,220

FABULOUS FLIP FLOP SPONSORS - $1,500 – Your choice of the following:

**Food and Beverage Opportunities** – As guests sip and shop, your logo will appear throughout the event; you can help support the cause by sponsoring one of the following: water bottles, napkins, wine glasses, wine glass charms, dessert, etc.

**Wall of Wine** – For this WINE focused event, your logo will be prominently featured on the Wall of Wine signage and display. Signs says, “Wall of Wine presented by XYZ Company.”

**Fabulous Flip Sponsorship Benefits Include:** Logo recognition • Sponsor recognition in event program • 2 admission tickets • Tax-deductible donation of $1,360

FIND THE PERFECT FIT!

We encourage you to suggest ideas for crafting the perfect sponsorship for your objectives which will enhance the overall guest experience. Everything is customizable to meet your needs and interests. Please contact Michelle Gere at 602.261.7169 or mgere@fswf.org.

The tax deductibility will be determined after the sponsorship is finalized.
Fresh Start Women’s Foundation is a 501(c)(3) nonprofit organization that provides education, resources and support for women to positively transform their lives and strengthen our community.

THE NEED

- More than 400,000 Arizona women are in poverty.\(^1\)
- Women are more likely to be unemployed or underemployed. 59% of all individuals not in the workforce are women.\(^2\)
- Only 1 in 5 of the most common occupations for Arizona’s women provide economic self-sufficiency.\(^3\)
- 79% of single-parent families with incomes below the poverty level are headed by women.\(^4\)
- 1 in 3 women in Arizona report they have been raped, physically abused or stalked by an intimate partner.\(^5\)

\(^1\) Source: The Status of Women in Arizona, Arizona Foundation for Women. \(^2\) Source: U.S. Census Bureau, 2012 American Community Survey, Table B17005. \(^3\) Source: U.S. Census Bureau, 2012 American Community Survey, Table B24012. \(^4\) Source: U.S. Census Bureau, 2012 American Community Survey, Table C17017

OUR OUTCOMES

(July 1, 2015 – June 30, 2016)

- More than 21,000 visits
- Awarded nearly $406,000 in educational scholarships
- 503 support groups offered
- 150 job placements each month
- 3,092 social work client sessions
- 1,265 family law support sessions
- Provided career services for more than 200,000 visitors in 13 years
- Provided mentoring to nearly 800 women in 17 years
YOUR SUPPORT CHANGES LIVES

$10,000
Assists 556 survivors of domestic violence in developing critical coping skills, building resiliency, and recovering from abuse through support groups.

$5,000
Provides 200 women with social work services that connects them to essential resources in times of crisis and instability.

$2,500
Supports 25 women in completing their GED, vocational, or college education to increase their earning potential.

$1,500
Grants 10 women access to affordable family law support to equip them with tools and resources to confidently navigate the legal system.

$1,000
Sponsors 5 women with 120 hours of mentoring, empowering them to achieve their goals and reach their full potential.

$500
Allows 4 women to complete career readiness programs to become financially self-sufficient.

FRESH START WOMEN'S FOUNDATION
602-252-8494 | FRESHSTARTWOMEN.ORG
WINE WOMEN & SHOES COMMITMENT FORM

Company Name: ____________________________________________________________

Contact Person: ____________________________________________________________

Address: ___________________________________________________________________

City, State, Zip: _____________________________________________________________

Phone Number: _____________________________________________________________

Email: _____________________________________________________________________

Preferred Listing for Recognition: _____________________________________________

SPONSORSHIP OPPORTUNITIES

☐ Platinum: $20,000 (SOLD)    ☐ Gold: $7,500    ☐ Silver: $5,000    ☐ Bronze: $3,000

Thank you Comerica

☐ Gemstone: $2,500 (choose one)    ☐ Fabulous: $1,500 (choose one)

[ ] Key-to-the-Closet [ ] Shoe Guys [ ] Food & Beverage Opportunities: _____________

[ ] Red Carpet [ ] Valet [ ] Wall of Wine

☐ I am unable to participate, but please accept my 100% tax-deductible donation of:

☐ $100    ☐ $200    ☐ $500    ☐ OTHER $ ______________________

☐ Enclosed is my check in the amount of $ ____________ (payable to Fresh Start Women's Foundation)

Please charge my:    ☐ Visa    ☐ MasterCard    ☐ American Express

Account Number: ___________________________ Expiration Date: __________ CCV: ______

Name as it appears on card: ___________________________________________________

Signature: __________________________________________________________________

Thank you for your sponsorship commitment. Please return your commitment form to:
Wine Women & Shoes | Fresh Start Women’s Foundation | 1130 E. McDowell Road, Phoenix, AZ 85006
For more information contact Michelle Gere | 602.261.7169 | mgere@fswf.org | Fax: 602.257.9692
freshstartwomen.org