

YOUR UNIQUE SPONSORSHIP OPPORTUNITY AWAITS!

saint francis
FOUNDATION

PRESENTS



wine
women & shoes®

BENEFITTING HEALTHIER CHILDREN
AND FAMILIES IN OUR COMMUNITY

SUNDAY, MAY 6, 2018



In Collaboration with



Dignity Health™
Saint Francis Memorial Hospital



Get pumped for...

saint+francis
FOUNDATION

2nd ANNUAL WINE WOMEN & SHOES

SUNDAY, MAY 6, 2018

FOUR SEASONS HOTEL SAN FRANCISCO

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 will kick up their heels to support healthier children and families through the work of the **Tenderloin Health Improvement Partnership** (TL HIP), a community initiative of the Saint Francis Foundation in partnership with Dignity Health's Saint Francis Memorial Hospital.

300+ DISCERNING GUESTS WILL ENJOY:

- A signature fashion show
- Fine wines from local vineyards
- Bidding on the unique silent and live auctions
- Culinary delights and Afternoon High Tea
- Shopping for the latest trends in our marketplace of national and local merchants
- Supporting healthier children and families



WW&S AUDIENCE AT A GLANCE

80% women ages 30 to 55

Represent the typical luxury brand consumer

From CEO moms to 30-something young professionals

Key influencers, tastemakers, connectors

On average, donate/spend \$200-\$600 per event

Pay attention to fashion and attend fashion events

Enjoy wine and attend wine events

Charity supporters, socially conscious and community minded

Join us!

Your participation signals a commitment to the San Francisco community and will help improve the health and well being of children and families in the Tenderloin.

**READ ON FOR MANY GREAT
MARKETING AND BRANDING BENEFITS**



Your Sponsorship Supports:

ACTIVE, CLEAN AND SAFE SPACES FOR ALL KIDS IN THE TENDERLOIN!

This event supports the crucial community programming for children and families, led by the Saint Francis Foundation and Saint Francis Memorial Hospital. The specific initiative, the Tenderloin Health Improvement Partnership (TLHIP), brings together public, private, and not-for-profit partners to improve the health and safety of Tenderloin residents.

Despite being one of San Francisco's most densely populated neighborhoods, the Tenderloin has the least clean and safe open spaces in the city for kids to play in.

Our event raises funds to keep these valuable parks active, supports community programs like Safe Passage, and creates a highly visible Tenderloin Wellness Trail to connect all parks in the neighborhood. Through these, and other community initiatives, we are working to make the neighborhood active, safe and healthy for all. Join us!

CREATING A WIN WIN

Our sponsors are visible champions in improving our local community. Through this event, you can enhance your brand image with this key demographic, while also being a model corporate citizen.

More info at: www.saintfrancisfoundation.org/tenderloinhip



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 WWS supporters and guests through electronic mail. **Expected audience: 5,000+**

PROGRAM: The printed program will be available to all guests at the event. This pamphlet includes event details, sponsor recognition, information on our projects, and live and silent auction item descriptions. **Expected audience: 300+**

INVITATION: The full-color event invitation will be mailed to current foundation donors and supporters, past event guests as well as other city and business leaders in the host committee's and hospital's network. The invitation will include recognition for appropriate sponsors. **Expected audience: 3,000+**

EVENT WEBPAGE: The Wine Women & Shoes SF web page and the Saint Francis Foundation event web page will be updated with event and sponsor information and include links to appropriate sponsor web sites.

E-BLASTS: Regular event emails will be sent to donors, volunteers, and friends and may include appropriate sponsors. **Expected audience: 2,000**

SOCIAL MEDIA: The Saint Francis Foundation will connect sponsors to event guests and donors via social media platforms, including the Wine Women & Shoes SF Facebook page and the Foundation's Instagram Facebook pages. **Expected audience: 2,000 and growing!**

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

**depending on sponsor level and date of commitment*

Sponsor Levels + (Amazing!) Benefits*

\$25,000 PLATINUM STILETTOS LEAD SPONSOR

- Exclusive for you or your company
- Unique marketing opportunity at event (to be planned with WWS team)
- Name/logo prominently featured on the following:
Photo backdrop/press wall at event entrance, invitation*, program, event signage***, event web pages, social media, email invitation**, select e-blasts, any news releases and on ad in our media sponsor magazine(s)
- Opportunity to put branded give-away in event swag bag
- Full page ad in event program ***
- Valet parking for up to 5 cars
- Front Row seating for fashion show
- 10 VIP event tickets

\$10,000 GOLD PUMP SPONSOR

- Name/logo prominently featured on the following:
Photo backdrop/press wall at event entrance, invitation*, program, event signage***, event web pages and social media, email invitation**, select e-blasts , and on ad in our media sponsor magazine(s)
- Opportunity to put branded give-away in event swag bag
- Half page ad in event program***
- Valet parking for up to 2 cars
- Premier seating for fashion show
- 6 VIP event tickets

\$5,000 SILVER SLIPPERS PACKAGE

- Name/ logo featured on the following:
Invitation*, program, event signage***, event web pages and on solcial media sites, email invitation**, and select e-blasts
- Opportunity to put branded give-away in event swag bag
- Quarter page ad in event program***
- Valet parking for 1 car
- Priority seating for fashion show
- 4 VIP event tickets

\$2,500 BRONZE WEDGE PACKAGE

- Name listed on invitation*, program, event signage***, and on event web pages
- 2 event tickets

\$1,000 COPPER HEELS PACKAGE























- Name listed on program and event signage***
- Name listed on event web pages
- 1 event ticket

**Deadline for inclusion in the printed invitation:
Friday , February 9, 2018*

***Deadline for inclusion in the email invitation:
Wednesday, February 28, 2018*

****Deadline for inclusion in the program/event signage:
Wednesday, April 25, 2018*

Sponsorship Levels & Benefits at a Glance

	Platinum \$25,000	Gold \$10,000	Silver \$5,000	Bronze \$2,500	Copper \$1,000
Exclusivity, only one available					
Unique marketing opportunity at event					
Name/logo on photo backdrop/press wall					
Name/logo featured on invitation, program and event signage					Program & Signage only
Name/logo featured on event web pages and social media					
Name/logo featured on email invitation, select e-blasts and any news releases					
Name/logo on ad in our media sponsor magazine(s)					
Opportunity to put branded give-away in event swag bag					
Ad in event program	Full Page	Half Page	Quarter Page		
Valet parking	5 Cars	2 Cars	1 Car		
Seating	Front Row	Premier	Priority		
Tickets	10 VIP	6 VIP	4 VIP	2 GA	1 GA



Other Unique Sponsorship Opportunities

- ☐ **Key-to-the-Closet Raffle- \$2,500 (1 available)** One hundred “keys” for sale, and only 1 will win a collective bounty of accessories and other luxury items, including shoes, jewelry, gift certificates and other goodies! All will be revealed the day of the event. Your brand will be featured as the Key-to-the-Closet sponsor in raffle signage. **Benefits Included:** Logo on all raffle materials + 2 event tickets.
- ☐ **Swag Bag - \$2,500 (1 available)** All 300+ attendees receive reusable tote bags to take home which means they 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 + 2 event tickets.
- ☐ **Mirror Mirror - \$1,000 (1 available)** “Who’s the fairest of them all?” Underwrite the marketplace vendor mirrors and your logo will be placed on marketplace mirrors and restroom mirrors. **Benefits Include:** Logo recognition + 1 event ticket
- ☐ **Honorary Committee - \$500 (40 available)** Get the Perks without the Work! **Benefits Include:** Name recognition in program and on stage + 2 VIP event ticket

We are looking for in kind donations for the Key-to-the-Closet raffle, silent auction, live auction, and swag bag. Contact us for more detail.

SPONSORSHIP QUESTIONS? To request additional details regarding your uniquely crafted sponsorship investment:

Please Contact Markham Miller: Mmiller@saintfrancisfoundation.org or 415-353-6811

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

Sponsor Registration

SUBMIT THIS FORM VIA MAIL, EMAIL TO CNG@SAINTFRANCISFOUNDATION.ORG OR SIGN UP ONLINE AT SAINTFRANCISFOUNDATION.ORG/EVENTS.

- ☐ Platinum Stiletto: \$25,000 ☐ Gold Pump: \$10,000 ☐ Silver Slippers: \$5,000 ☐ Bronze Heels: \$2,500
- ☐ Copper Wedge: \$1,000 ☐ Additional Opportunity: _____ Amount: \$ _____ ☐ Honorary Committee: \$500
- ☐ Event Tickets: General Admission: \$175 Qty.# _____ VIP Ticket: \$225 Qty.# _____ TOTAL Amount \$: _____
- ☐ I cannot attend. Please accept my donation of \$ _____

Name(s) for Recognition Purposes: _____ Contact Name: _____

Address: _____

Email: _____ Phone: _____

- ☐ **Check enclosed for \$** _____ Payable to Saint Francis Foundation, 900 Hyde Street, Suite 1208, San Francisco, CA 94109
- ☐ **Charge my Credit Card for \$** _____ Return form via mail to: Saint Francis Foundation, 900 Hyde Street, Suite 1208, San Francisco, CA 94109 OR **pay online** at sfwinewomenandshoes.eventbrite.com (fees may apply)

Please Circle: Visa MasterCard Amex Discover

CC#: _____ Exp. Date: _____ CVN: _____

Company/Address: _____

Phone: _____ Email: _____

Signature: _____ Date: _____

We encourage you to suggest ideas for crafting the perfect sponsorship for your objectives. Sponsorships can be customizable to meet your needs and interests.

The Saint Francis Foundation is a 501c3 non-profit organization.

TAX ID # 94-2597514. All contributions are tax-deductible to the fullest extent authorized by the law.

For additional information please contact Crystal Ng at 415-353-6716 or cng@saintfrancisfoundation.org

Should fulfillment of the purpose of this gift become obsolete, inappropriate, or impractical, the Donor authorizes the Saint Francis Foundation Board of Directors to redirect the funds to another purpose in keeping with the original intent of the gift.