



ABOUT WINE WOMEN & SHOES

Be part of this annual event when Nashville's most extraordinary women come together to empower women! Our guests kick up their heels, sip fine wines, shop the latest fashion accessories, bid on fabulous auction items, and enjoy an afternoon of fun, generously supporting YWCA Nashville & Middle Tennessee. Over the past eleven years, Wine Women & Shoes has raised over \$2.5 million to provide safety to thousands of women fleeing domestic violence and empower survivors to take control of their lives. Our work in our community is needed now more than ever. Wine Women & Shoes creates an opportunity for partnerships between YWCA, wineries, retailers, corporate sponsors, and the community. This event raises funds and awareness for our mission, increases sales for wineries and retail partners, and provides community exposure for corporate sponsors.



ABOUT YWCA NASHVILLE & MIDDLE TENNESSEE

YWCA programs serve the needs of women, children, and families living in Nashville and Middle Tennessee. We provide the tools needed to be safe, independent, and successful in work and life while promoting peace, justice, freedom, and dignity for all. We advocate on behalf of our clients and educate the community on how we can work together to eliminate racism and empower women. YWCA provides trauma-informed services and a place of safety and healing for adults, children, and pets who are victims of domestic abuse at our Weaver Domestic Violence Center. We invest directly in the lives of our youth by empowering girls to be strong, smart, and bold, and by encouraging boys to practice healthy masculinity, respect, and tolerance. Knowing that education is the foundation for success, YWCA operates one of the region's largest and most successful adult education and career services programs. Our programs and services are provided free of charge.



Our Mission

Eliminate racism, empower women, and promote peace, justice, freedom, and dignity for all.




APRIL 13, 2024 | MUSIC CITY CENTER

Wine Women & Shoes is an engaging and exciting fundraising event where community-minded, philanthropic women gather to sip, shop, and support a worthy cause in a chic, fun, and innovative way.

MAKE A FABULOUS ENTRANCE

GIRLFRIENDS PACKAGE (\$2,500)







Along with all the benefits of a general admission ticket, you'll enjoy:

-  10 tickets (1 table) with your besties
-  Recognition in the printed program
-  Pumped up glam bag

**Limited quantities available*







VIP (\$500)

Along with all the benefits of a general admission ticket, you'll enjoy:

-  Confetti Welcome!
-  Key to the Closet ring (valued at \$75)
-  Premium seating at the event
-  Exclusive signature cocktail
-  Recognition in the printed program
-  Pumped up glam bag

GENERAL ADMISSION (\$150)

You'll enjoy:

-  Complimentary wine tastings
-  Best in Shoe contest entry
-  Bidding number for silent and live auctions
-  Access to specially curated marketplace featuring women & minority owned businesses
-  Glam bag
-  Lunch





wine women & shoes®

BENEFITING

YWCA NASHVILLE & MIDDLE TENNESSEE

The largest provider of domestic violence services in Tennessee

Presented by  **REGIONS**

Sponsorship
OPPORTUNITIES

Sip. Shop. Support.

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Nashville's most extraordinary women will kick up their heels, sip fine wines, shop the latest fashion accessories, bid on fabulous auction items, and enjoy an afternoon of fun supporting YWCA Nashville & Middle Tennessee! Over the past eleven years, Wine Women & Shoes has raised more than \$2.5 million to provide safety to thousands of women fleeing domestic violence and empower survivors to take control of their lives. Wine Women & Shoes creates an opportunity for partnerships between YWCA, wineries, retailers, corporate sponsors, and the community. This event raises funds and awareness for our mission, increases sales for wineries and retail partners, and provides community exposure for corporate sponsors.

WW&S AUDIENCE

Wine Women & Shoes attracts an audience of socially conscious women, ages 30-65, who are executives, young professionals, community leaders, and influencers who are passionate about consuming luxury brands and generously supporting the programs and services of YWCA Nashville & Middle Tennessee. It's also important to note the following:

- Women control two-thirds of consumer wealth in the U.S.
- Over 90% of our audience will pass along event information to others.
- On average, our audience spends \$200-\$600 per event.



eliminating racism
empowering women
ywca
Nashville & Middle Tennessee

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Eliminate racism, empower women, and promote peace, justice, freedom, and dignity for all.

SPONSORSHIP AMENITIES LIST

PRESENTING SPONSOR \$40,000

Includes name in event title "Presented by...", 30 tickets, 1 bottle of celebratory champagne for each table, opportunity for member of organization to serve as an event Co-Chair, logo on wine glasses, on stage speaking opportunity, quote in event press releases, option to provide item for glam bags, logo on signage, projection, website, socials, etc. and full page color ad in program.

DIGNITY SPONSOR \$20,000

Includes verbal mention from stage, 20 tickets, 1 bottle of celebratory champagne for each table, name in all event press, celebrated as the mission moment supporter, option to provide item for glam bags, logo on signage, projection, website, socials, etc. and full page color ad in program.

FREEDOM SPONSOR \$15,000

Includes verbal mention from stage, 10 tickets, name in all event press, logo on signage, projection, website, socials, etc., option to provide item for glam bags, logo on glam bags and half page color ad in program.

PEACE SPONSOR \$10,000

Includes name in program, 10 tickets, option to provide item for glam bags, logo on signage, website, socials, etc. and half page b&w ad in program.

JUSTICE SPONSOR \$6,000

Includes name in program, 10 tickets, logo on signage, website, socials, etc. and quarter page b&w ad in program.

BRANDED ITEM OPTIONS

for Dignity, Freedom, Peace, and Justice sponsors include:

Silent Auction, Best in Shoe, Wall of Wine, Live Auction, Marketplace, Key to the Closet, Stand up for Change, Centerpiece Decor, Champagne Bar

UNDERWRITING OPPORTUNITIES \$3,000

Underwriting donations help us ensure all the expenses for the event are met. You'll receive 10 tickets, recognition in the event programs and quarter page b&w ad in program.

BRANDED OPTIONS

Appetizers, Beverage Stations, Swag Cellar

Eliminating Racism. Empowering Women.