


wine
women & shoes®
— BENEFITTING —
HAVEN HOUSE

Sponsorship Opportunities



 HAVEN HOUSE®
Restoring Hope. Renewing Lives.™

JOIN US!

Thursday

October 24th, 2024

5:30 - 9:30 PM

Wind Creek Event Center

THE PERFECT PAIR ...

HAVEN HOUSE AND WINE WOMEN & SHOES

Haven House invites you to don your best heels at the inaugural Wine Women & Shoes

Wine Women and Shoes has exploded across North America in the last decade, producing more than 500 fabulous fashion events that have helped net an impressive \$112 million for non-profit partners. WWS events are fun, festive, and full of “sole” – community celebrations that bring people together around fine wine, great style and causes that matter.

WWS AUDIENCE

- 80% women ages 30 to 65
- CEO moms and young professionals
- Key influencers, tastemakers, connectors
- Charity supporters, socially conscious, community minded
- Passionate about improving the health and wellbeing of our community
- Attend charitable and fashion events
- Represent the typical luxury brand consumer
- Women control two-thirds of consumer wealth in the U.S
- 92% of these women will pass on information about delts or finds to others
- On average donors spend \$200-\$600 per event

Our Mission

Haven House has been operating for 67 years as a community mental health organization. Currently Haven House serves over 2900 unique individuals in the Lehigh Valley, closing 200-300 appointments a day.

Whether a person wants to address aging concerns, has recently been released from incarceration, has a physical limitation in addition to their mental illness, or anything in between, at Haven House, it is our mission to empower individuals to overcome barriers in their lives, provide them with support and an opportunity to reach their full potential. We accomplish this through 7 programs that reach those at highest risk and bring them into our family: Outpatient Services • Psychiatric Rehabilitation Services • Mental Health & Aging Program • Wellness Recovery Team • THRIVE • STARTS • Community Food Pantry

One of our goals with this event is to get back into our local schools to provide early mental health intervention services. Our hope for this event is to raise funds to return during the 2024-2025 school year after a necessitated pause due to the pandemic.

Overall, the funds from this event will help save lives, keep people in our community out of prison, and support people struggling with severe, persistent mental illnesses every day. ***Thank you for considering supporting our vision to create a stigma-free community in which those with barriers can thrive towards independence and accomplishment.*** Shifting the stigmas around mental health can only improve the community for everyone.



Sponsorship Opportunities

\$20,000 - PLATINUM PUMPS EXCLUSIVE PRESENTING SPONSOR

COVERS ALL COST FOR 6 MONTHS OF EARLY INTERVENTIONS SERVICES TO LOCAL SCHOOLS

Includes your name/logo incorporated into the official event logo that's displayed on all collateral, event signage, social networking campaigns, and webpages. Your company name will be associated with everything involving Wine Women & Shoes (i.e. Wine Women & Shoes benefiting the Haven House Presented by "Your Company Name/Logo Here").

Presenting sponsorship benefits also include:

- A \$20,000 investment in Haven House
- Exclusive recognition as presenting sponsor with name or logo incorporated in Wine Women & Shoes event branding (if applicable)
- Logo placement in ALL event public relations and advertising initiatives, press releases, and event collateral including programs, and signage, invitations and save the dates
- Prominent recognition on event website, e-blasts, and social networking campaigns (i.e., Facebook, Twitter, & Instagram) reaching Haven House followers
- Link to your company website from the Haven House and WWS websites
- Invitation for company representative to address audience with welcome remarks during seated program (2 min)
- Prominent signage at the event
- First right of refusal for presenting sponsor of the 2025 WWS Event
- Opportunity to place a premier item in swag bag (event appropriate items only)
- Two prominent VIP tables with seating for 16 guests



Sponsorship Opportunities

\$10,000 - SAPPHIRE STILETTOES SPONSOR

STOCKS OUR FOOD PANTRY FOR A YEAR

This exclusive sponsorship puts your name in front of all the guests of Wine Women & Shoes. Your name/logo will have prominent placement on all collateral, event signage, social networking campaigns, and webpages.

Sponsorship benefits also include:

- A \$10,000 investment in Haven House
- On-stage verbal recognition during the seated program
- Logo inclusion in some event public relations and advertising initiatives, press releases, and event collateral including programs, signage, and invitations (when secured 90 days prior to event)
- Logo recognition on event website, signage, eblasts, printed program and program slide show
- Link to your website from the Haven House and WWS websites
- Dedicated social media thank you post.
- Opportunity to place a premier item in swag bag (event-appropriate items only)
- Prominent table seating for 8 VIP guests

\$5,000- GOLDEN GLADIATORS SPONSOR

EQUATES TO 55 OUTPATIENT THERAPY APPOINTMENTS

Be in the forefront of this celebration bringing women together for an evening of fine wine, great style. You will receive recognition on all collateral, event signage, social networking campaigns and webpages.

Sponsorship benefits also include:

- A \$5,000 investment in Haven House
- Logo recognition on event website, signage, eblasts, printed program and program slide show
- Dedicated social media thank you post
- Link to your website from the Haven House and WWS websites
- Opportunity to place a premier item in swag bag (event-appropriate items only)
- Table seating for 4 VIP guests



Menu of Opportunities

\$5,000 - GOLDEN GLADIATORS SPONSORSHIPS

EQUATES TO 55 OUTPATIENT THERAPY APPOINTMENTS

SWAG BAGS - (1 available) Attendees receive a beautiful bag to take home with your logo on one side, which means they will be rocking your brand around town for years to come.

WINE GLASS - (1 available) Grab attention as the Wine Glass sponsor with your logo on the wine glass given to each attendee to use the night of the event and take home to enjoy for years to come.

STEP & REPEAT - (2 available) As lovely ladies mingle through the event, they are photographed in front of a Step and Repeat banner. Your sponsor logo will be splashed onto a vibrant banner backdrop (along with the WWS and Haven House logos) for the event entry photo opp, getting endless likes and shares!

SHOE GUYS - (1 available) - Sponsor our charming “Shoe guys” working the room and engaging with more than 350 attendees. It’s a great opportunity to showcase your branding on the “shoe guy” t-shirts, plus your logo on each shoe guy’s peer-to-peer fundraising page and donation thank you email!

HORS D'OEUVRES (2 available) signs around the marketplace listing the food available will include “Sponsored by (your company’s logo).”

Benefits include:

- \$5,000 investment in Haven House
- Logo placement on event webpage
- Name on post event communication
- Name/logo recognition on social networking campaigns
- Name recognition on event e-blasts
- 4 VIP tickets and swag bags



Menu of Opportunities

\$2,500 - SILVER SLINGBACKS SPONSORSHIPS

PAYS FOR 1 MONTH OF LANTA TRANSPORTATION SERVICES FOR PSYCHOLOGY REHABILITATION SERVICES

KEY TO THE CLOSET – (1 available) One hundred keys for sale, and only 1 will win the collective bounty. Your brand will be featured as the Key-to-the-Closet sponsor.

BEST IN SHOE - (3 available) Celebrate our attendees' fabulous shoes by promoting a “Best in Shoe” award. Judges work the room, choose the winners, and can strut on stage and announce the winners as part of the live program.

SILENT AUCTION - (1 available) As guests bid to their heart’s content on fabulous Silent Auction packages, your logo will be represented in this prime location!

WALL OF WINE - (1 available) 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.”

BAG CHECK - (1 available) Stay top of mind by watching their bags, wine, and winnings! Your logo is printed on bag check tags, as well as signage.

Benefits include:

- A tax-deductible investment
- Name placement on event webpage
- Name recognition on event communication and social networking campaigns
- 2 GA tickets and swag bags



Menu of Opportunities

\$1,500 - PEARL PLATFORMS SPONSORSHIPS

PROVIDES COURT APPOINTED 6 WEEK SESSIONS OF ANGER MANAGEMENT FOR 2 INDIVIDUALS

MOCKTAIL - (1 available) Spoil our fabulous attendees with a fancy non-alcoholic drink. Elegant signage tagged with your company logo will draw a thirsty crowd.

GRAZING STATION - (2 available) Fromage blanc never looked this good!! Sponsor an elegant grazing station tagged with your company logo.

MIRROR MIRROR - (1 available) "Who's the fairest of them all?" Sponsor may underwrite the marketplace vendor mirrors with their logo, as well as phrases like "You look mah-vellous!", which will be placed throughout the venue.

RESTROOM - (1 available) Pampering the attendees is a luxury well afforded with your name proudly displayed. Feature your company logo on lotions and soaps in the venue restroom.

















TABLE CENTERPIECES - (1 available) Stand out when the fabulous attendees sit down and see your name at their table where your centerpiece is on display.

Benefits include:

- A tax-deductible investment
- Name placement on event webpage
- Recognition on event communication and social networking campaigns
- 1 GA ticket and swag bags



Sponsorship LEVELS & BENEFITS CHART

	Platinum Pumps Exclusive Presenting Sponsor \$20,000*	Sapphire Stilettoes Sponsor \$10,000	Golden Gladiators Sponsor \$5,000	Silver Slingbacks Sponsorships \$2,500	Pearl Platforms Sponsorships \$1,500
On stage speaking opportunity at event					
On-stage verbal recognition during the seated program					
Dedicated social media thank you post					
Name placement on event webpage					
Recognition on event communication and social media					
Tickets	16 VIP Tickets	8 VIP Tickets	4 VIP Tickets	2 GA Tickets	1 GA Ticket

*Exclusivity (one available)

FIND THE PERFECT FIT - We encourage you to suggest ideas for crafting the perfect sponsorship for your objectives such as special events, exclusive perks for your customers, or something that enhances the guest experience overall. Everything is customizable to meet your needs and interests. Please contact: Mitra Wilkenfeld at mwilkenfeld@haven-house.com or 484.387.1721

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



Sponsor Registration Form

- PLATINUM PUMPS (\$20,000)**
- SAPPHIRE STILETTOS (\$10,000)**
- GOLDEN GLADIATORS (\$5,000) - NAME OF SPONSORSHIP:** _____
- SILVER SLINGBACKS (\$2,500) - NAME OF SPONSORSHIP:** _____
- PEARL PLATFORMS (\$1,500) - NAME OF SPONSORSHIP:** _____

Company Name for Recognition Purposes: _____

Contact Name: _____

Email: _____ Phone: _____

Check enclosed for \$ _____ Payable to *Haven House*. Mail to: 1411 UNION Boulevard, Allentown PA 18109

Charge my Credit Card for \$ _____
Please Circle: Visa MasterCard Amex Discover
CC#: _____ Exp.: _____ CW: _____

I cannot attend. Please accept my donation of \$ _____

Company/Address: _____

Signature: _____

RETURN FORM VIA MAIL OR EMAIL TO HAVEN HOUSE
Mail: 1411 Union Boulevard, Allentown, PA 18109
Email: mwilkenfeld@haven-house.com



PLEASE SEND LOGOS TO: mwilkenfeld@haven-house.com
in EPS or high-resolution jpg or png formats

