



  
**wine  
women&shoes®**  
— BENEFITING —  
**IDAHO HUMANE SOCIETY**

# *Petals & Pups*

**2025 SPONSORSHIP  
OPPORTUNITIES**



# Get Pumped!

WINE WOMEN & SHOES BENEFITING  
THE IDAHO HUMANE SOCIETY IS  
BACK!

## THURSDAY, FEBRUARY 27TH | 6:00 PM | THE BOISE CENTRE

Idaho Humane Society is thrilled to bring back this exclusive event to Boise. This engaging and exciting fundraising event brings together community - minded women (and a few good men) to sip, shop, savor, and support a worthy cause in a chic, fun, and innovative way.

### GUEST PROFILE

Wine Women & Shoes events attract philanthropic, educated, professional women and men-aka Luxury Brand Consumers.

- 80% women ages 30 to 75
- CEO moms to 30-something young professionals
- Key influencers, tastemakers, connectors
- Charity supporters, socially conscious, and community minded
- Concerned about the health and well-being of themselves and others
- Focused on fashion forward events
- Enjoy wine and attend wine events
- Represent the typical luxury brand consumer
- On average, donate/spend \$200-\$600 per event

### PARTNERSHIP

Supporting Wine Women & Shoes offers you a fantastic way to support the Idaho Humane Society while providing a unique and valuable opportunity to showcase your company.

### Marketing Strategy

- IHS & WWS Website Combined Traffic – 72,000+ visitors per month
- IHS Social Reach – 94,000+ across all platforms
- IHS Email Reach – 35,000+
- Printed materials – Expected audience 1,200+
- Event day exposure – Expected audience 700+



# Your Sponsorship Supports



## *Our mission*

To advocate for the welfare and responsible care of animals, protect them from neglect and cruelty, and promote humane education, awareness, and compassion.

**IMAGINE A COMMUNITY WHERE EVERY PET HAS...** A loving home • Healthy and nutritious food • Access to the veterinary care they deserve. ***Together, we can imagine that reality.***

## IDAHO HUMANE SOCIETY

### RECENT FACTS and STATS

**10,813**

LOST, SURRENDERED, AND  
TRANSFERRED ANIMALS  
RECEIVED



**1,405**

PETS NURTURED IN  
FOSTER CARE



**1,464**

LOST PETS REUNITED WITH THEIR OWNERS LAST  
YEAR



**9,833**

SPAYS AND NEUTERS  
PERFORMED



**6,750**

ANIMALS ADOPTED  
LAST YEAR INTO  
LOVING HOMES



# Sponsorship Levels

## \$20,000 PLATINUM PUMP EXCLUSIVE PRESENTING

- A \$20,000 charitable contribution to the Idaho Humane Society
- Exclusive recognition as presenting sponsor with name or logo incorporated in Wine Women & Shoes event branding
- Logo placement in ALL event public relations and advertising initiatives, press releases, and event collateral including programs, signage, and invitations
- Prominent recognition on event website, e-blasts, and social networking campaigns (i.e., Facebook and Instagram), reaching 94,000+ followers
- Link to your company website from the Idaho Humane Society and WWS websites
- Opportunity to provide a 30-second video OR have a company representative address the audience during the seated program
- Two reserved VIP tables for a total of 20 Guests

## \$5,000 GOLDEN HEELS

- A \$5,000 charitable contribution to the Idaho Humane Society
- Logo placement in ALL event public relations and advertising initiatives, programs, and signage
- Recognition on event website, e-blasts, and social networking campaigns
- Link to your website from the Idaho Humane Society and WWS websites
- Five (5) VIP Tickets

## \$10,000 DIAMOND STILETTO EXCLUSIVE

- A \$10,000 charitable contribution to the Idaho Humane Society
- Logo placement in ALL event public relations and advertising initiatives, press releases, and event collateral including programs, signage, and invitations
- Prominent recognition on event website, e-blasts, and social networking campaigns (i.e. Facebook and Instagram), reaching 94,000+ followers
- Link to your company website from the Idaho Humane Society and WWS websites
- On-stage verbal recognition during the seated program
- One VIP table for 10 Guests

## \$2,500 SILVER SLIPPERS



















- A \$2,500 charitable contribution to the Idaho Humane Society
- Link to your website from the Idaho Humane Society and WWS websites
- Two (2) General Admission Tickets

*Your Sponsorship Contribution is tax-deductible in excess of goods and services received. Idaho Humane Society is a 501(c)(3) charitable organization. EIN: 82-0212536*



# Sponsorship LEVELS & BENEFITS CHART



	Presenting Platinum Pump \$20,000	Diamond Stiletto \$10,000	Golden Heels \$5,000	Silver Slippers \$2,500
On stage speaking opportunity at event				
On stage verbal recognition				
Name/Logo featured, program and event signage				
Name/Logo featured on email invitation, e-blasts, and press releases				
Link to your company website from the IHS and WWS website				
Mentioned on screen at event				
Tickets	2 VIP Tables of 10	1 VIP Table of 10	5 VIP Tickets	2 GA Tickets

# One-of-a-Kind OPPORTUNITIES



## \$7,500 OPPORTUNITY

*Benefits Include: 5 VIP tickets + logo on webpage and sponsorship specific signage at the event.*

**AUTOMOBILE:** Drive the guests wild by showcasing your vehicles in the event space! Photo opportunities abound!

## \$5,000 OPPORTUNITIES

*Benefits Include: 5 VIP tickets + logo on webpage and sponsorship specific signage at the event.*

**SHOE GUYS and SOLE SISTERS:** Sponsor our charming Shoe Guys and Sole Sisters, working the room and engaging more than 700 guests. It's a great opportunity to showcase your branding on the Shoe Guys/Sole Sisters shirts. Your logo will also appear on each Shoe Guys/Sole Sisters peer-to-peer fundraising page and donation thank you email!

**PAPARAZZI:** (2 available) As lovely ladies mingle throughout, they are photographed in front of a Step and Repeat banner. Your sponsor logo will be splashed onto a vibrant backdrop (along with the WWS and Idaho Humane Society logos) for the event entry photo opp, receiving endless likes and shares!

**FASHION SHOW:** The moment everyone is waiting for! Your logo will be up on the big screens during the fashion show portion of the evening.

**KEY TO THE CLOSET:** 250 keys for sale, and only 1 will win the collective bounty.

**MYSTERY BOX PULL:** The fastest-selling activation of the night, tie your logo to what every woman wants: a surprise.

## \$2,500 OPPORTUNITIES

*Benefits Include: 2 GA tickets + logo on webpage and sponsorship specific signage at the event.*

**MISSION MOMENT:** Tie your brand to the most impactful moment of the event, the reason why we're all there, the Mission Moment.

**CENTERPIECE:** Let us provide the centerpiece that will be on all the guest tables with your logo featured.

**SIGNATURE MOCKTAIL:** The perfect pairing for a wine event is a non-alcoholic option that is festive and fun.

**BEST IN SHOE:** (3 available) Celebrate our attendees' fabulous shoes by promoting a "Best in Shoe" award. Judges work the room and choose the winners. The spotlight shines on your brand on stage as part of the program.

**VIP GIFT:** Use this opportunity to WOW our VIPs as the exclusive gift sponsor! Each VIP guest will be given an exclusive gift, sponsored by you, that is wrapped and placed at their place setting in the ballroom.

**COCKTAIL NAPKIN:** Your logo prominently featured on all cocktail napkins for the event. Be in the hand of every lady as she sips and supports the Idaho Humane Society.

**SWEET TREAT:** What better way to ensure guests remember your company or business? Desserts will be provided on each table during the seated program portion of the evening with your logo on the table signage, or the desserts!

## \$1,000 OPPORTUNITIES

*Benefits Include: 1 GA ticket + logo on webpage*

**MARKETPLACE WINE STATION:** (8 available) The most important part (okay, second to our mission) of WINE Women & Shoes, brought to guests by...YOU!

**REGISTRATION:** Sponsor the very first stop for our guests: registration! Logo featured prominently at registration (and check out!).

**HYDRATION STATION:** (2 available) Help our attendees hydrate at water stations with elegant signage throughout the venue.

**BAG and COAT CHECK:** Stay top of mind by watching their bags, wine, and winnings! Your logo is printed on bag check tags, as well as signage.

**MIRROR MIRROR:** "Who's the fairest of them all?" Underwrite the marketplace vendor mirrors and your logo will be featured throughout.

**RESTROOM REPRIEVE:** Highlight your company logo near lotions, potions, band-aids and more in a highly trafficked area of the event.

**BITS and BITES:** (8 available) Treat our guests as the Bits and Bites sponsor, placing your company name at one food-tasting station featured within the Marketplace at this year's event.



## SPONSOR COMMITMENT FORM

☐ Presenting Platinum (\$20,000) ☐ Diamond (\$10,000) ☐ Golden (\$5,000) ☐ Silver (\$2,500)

☐ One of a Kind \_\_\_\_\_ \$

Name for Recognition: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Address: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

☐ Check enclosed for \$ \_\_\_\_\_ payable to Idaho Humane Society. Mail to: 1300 S. Bird Street, Boise ID 83709

☐ Charge my Credit Card for \$ \_\_\_\_\_

Please Circle:    Visa        MasterCard        Amex        Discover

CC#: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CVV: \_\_\_\_\_

Billing Address: \_\_\_\_\_ City/State: \_\_\_\_\_

Zip Code: \_\_\_\_\_ Signature: \_\_\_\_\_

☐ Invoice me for for \$ \_\_\_\_\_

Submit form and payment to Danielle Paprocki. E-mail: [donations@idahohumanesociety.org](mailto:donations@idahohumanesociety.org) or mail to: 1300 S. Bird Street, Boise ID 83709

**SPONSORSHIP QUESTIONS?** To request additional details regarding your uniquely crafted sponsorship, contact [donations@idahohumanesociety.org](mailto:donations@idahohumanesociety.org)