



Corporate Sponsorship Levels & Benefits 2013-2014



**Raise a
glass
with us!**

Women of Wine Charities...

We are a peer group network for women working in or associated with the wine industry and also welcoming all women wine lovers. We further the common charitable interests of our members through events and educational programs, with proceeds going to the Houston Area Women's Center. We are a 501(c)3 not for profit organization.



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GRAND TASTING

WOW's Largest Annual Fundraising Event & Auction

History of the Grand Tasting

2012: Wine, Women & All That Jazz



2011: At Home with Women of Wine



2010: A Night in Napa



2009: Great Wines, Great Cause



The Women of Wine Charities Grand Tasting was first held in 2009, with the "Great Wines, Great Cause" event held at Houston's Hofheinz House.

Three years of successful WOW Grand Tastings have followed, including 2010's "A Night in Napa" at One Allen Center, 2011's "At Home With Women of Wine" at the William Wilson House, and 2012's "Wine, Women & All That Jazz" at the Magnolia Ballroom.

Each year, the Grand Tasting has featured live and silent auctions bookending a walkaround tasting of outstanding wine and food.

We are excited to announce that the 2013 Grand Tasting will be held October 21 at The Wynden. You won't want to miss this spectacular evening of food from an array of Houston chefs paired with award-winning wines.



Site of the 2013 Grand Tasting!

Why Sponsor the Grand Tasting?

Participating as an event sponsor for the annual WOW Charities Grand Tasting is a great way to support the important services that the Houston Area Women's Center offers individuals affected by domestic and sexual violence, while also receiving recognition for your investment in our community.

Our Grand Tasting sponsorships also provide an opportunity to market your company, products and/or services to a growing target audience of more than 1,200 individuals who come to our events, subscribe to our publications, and participate in our educational classes, as well as to align your company with WOW's organization and mission.

The annual Women of Wine Grand Tasting has grown significantly since its inception, becoming a highly promoted and recognized social/charitable event "not to be missed" by women working in or associated with the wine industry, as well as all women wine lovers from a variety of industries in Houston and beyond.





SPONSORSHIP LEVELS & BENEFITS

A Range of Opportunities to Support Our Mission

Grand Tasting Presenting Corporate Sponsor - \$6,500

As presenting sponsor of the WOW Grand Tasting, your company will enjoy exclusive naming rights and prominent placement as the exclusive "Presenting Sponsor" across all print and online media.

PRESS RELEASE & PUBLICITY

A press release announcing the presenting corporate sponsorship will be distributed to Greater Houston media and outlets. Publicity in pre-event print & electronic collateral (emails, press releases, event materials, etc.)

ADDITIONAL PRESENTING SPONSOR BENEFITS

- Exclusive naming rights as "Presenting Sponsor" of Grand Tasting (with Logo where applicable)
- Exclusive event site banner signage
- Additional signage, including:
 - Stage, entrance & reception area sponsor signage/banners

- Prominent logo placement on signage at VIP pre-event wine tasting

- "Presenting Sponsor" recognition on event webpage and at least 4 event email blasts
- Inside front cover, full page advertisement in Grand Tasting Program Book, provided to all attendees
- 20 tickets to the WOW Grand Tasting
- 10 VIP Tickets to pre-event wine tasting
- 10 VIP pre-event gift bags
- Featured in "Save the Date," invitation and other emails (1200+ emailed, late August)

- Event email promotions (4+ sent to 1200+ subscribers, August - October)

- Sponsor recognition on all event advertisements
- Sponsor recognition with logo on wine pull bags and "goodie bags" (provided to all guests) and specialty promotion items (i.e. t-shirts, etc.)
- Opportunity to provide items for goodie bags
- Name/Logo & Link on event webpage & homepage features (Live from August - October)

Additional Grand Tasting Sponsorships

There are a number of additional opportunities to support our Grand Tasting, from programs to goodie bags and more. We are happy to work with you to find the right sponsorship idea for your company.



GRAND TASTING PROGRAM BOOK SPONSOR - \$1,500

Back cover, full page ad in program books (provided to all guests), 8 tickets to the Grand Tasting, 4 tickets to the VIP pre-event wine tasting, and recognition in sponsor listing on other Grand Tasting promotional communications, including 2 email blasts. **(2013 - SOLD)**

GRAND TASTING WINE PULL SPONSOR - \$1,200

Logo on wine pull bags, quarter-page ad in program books (provided to all guests), 8 tickets to the Grand Tasting, 2 tickets to the VIP pre-event wine tasting, and recognition in sponsor listing on other Grand Tasting

promotional communications, including 1 email blast. **(2013 - SOLD)**

GRAND TASTING TABLE SIGNS SPONSOR - \$1,000

Logo on table signs, quarter-page ad in program books (provided to all guests), 4 tickets to the Grand Tasting, 2 tickets to the VIP pre-event wine tasting, and recognition in sponsor listing on other Grand Tasting promotional communications, including 1 email blast. **(2013 - SOLD)**

GRAND TASTING GOODIE BAG SPONSOR - \$500

Logo on goodie bags and in program books (provided to all guests), 4 tickets to the Grand

Tasting, 2 tickets to the VIP pre-event wine tasting, and recognition in sponsor listing on other Grand Tasting promotional communications, including 1 email blast. **(2013 - SOLD)**

GRAND TASTING VALET SPONSOR - \$500

Logo on sign at valet station, 4 tickets to the Grand Tasting, 2 tickets to the VIP pre-event wine tasting, and recognition in sponsor listing on other Grand Tasting promotional communications, including 1 email blast.

Platinum Organizational Sponsor - \$20,000

This is WOW's most significant sponsorship opportunity. Our Platinum Organizational Sponsor will be Women of Wine Charities' partner in our mission to support the Houston Area Women's Center, and that partnership will be reflected in all of our activities, events, publications and communications.

PLATINUM ORGANIZATIONAL SPONSORSHIP BENEFITS INCLUDE:

- Exclusive status as the only Platinum Organizational Sponsor
- Exclusive Sponsor of Video Presentation at Grand Tasting event (with optional video feature)
- Highly visible signage at all WOW events, with sponsor recognition in multiple locations, including:
 - Platinum level logo placement on entrance & other event signage/banners
 - Platinum level logo placement on signage at VIP pre-event wine tasting (Grand Tasting)
- Sponsor recognition on all event print and electronic communications
- A press release announcing the Platinum sponsorship, distributed to Greater Houston media and outlets
- Full page advertisement in Grand Tasting Program Book, provided to all attendees
- Ten tickets to the WOW Grand Tasting
- 6 VIP Tickets to pre-event wine tasting (Grand Tasting)
- Publicity in pre-event print & electronic collateral (emails, press releases, event materials, social media, etc.)
- Special publicity opportunities providing sponsor recognition, including (but not limited to) Grand Tasting and other event "Save the Date" and invitation emails and any event advertisements
- Sponsor recognition with logo on specialty promotion items (i.e. Promo t-shirts, etc.)
- Opportunity to provide items for guest "goodie bags," provided to all Grand Tasting guests
- Name/Logo & Link on WOW's website and homepage
- 8 Jeroboam-level WOW memberships
- 2 Private Wine Education Sessions for 20 people within the calendar year
 - Wine Appreciation and Etiquette
 - Food and Wine Pairing Basics



Gold Organizational Sponsor - \$14,000

Our Gold Organizational Sponsor will be an important partner in WOW's mission to support the Houston Area Women's Center, and that partnership will be reflected in all of our activities, events, publications and communications.

GOLD ORGANIZATIONAL SPONSORSHIP BENEFITS INCLUDE:

- Exclusive status as the only Gold Organizational Sponsor
- Highly visible signage at all WOW events, with sponsor recognition in multiple locations, including:
 - Gold level logo placement on entrance & other event signage/banners
 - Gold level logo placement on signage at VIP pre-event wine tasting (Grand Tasting)
- Sponsor recognition on all event print and electronic communications
- A press release announcing the Gold sponsorship, distributed to Greater Houston media and outlets
- Full page advertisement in Grand Tasting Program Book, provided to all attendees
- Ten tickets to the WOW Grand Tasting
- 4 VIP Tickets to pre-event wine tasting (Grand Tasting)
- All sponsor benefits listed below for the Silver Organizational Sponsor
- Publicity in pre-event print & electronic collateral (emails, press releases, event materials, social media, etc.)
- Special publicity opportunities providing sponsor recognition, including (but not limited to) Grand Tasting and other event "Save the Date" and invitation emails and any event advertisements
- Sponsor recognition with logo on specialty promotion items (i.e. Promo t-shirts, etc.)
- Opportunity to provide items for guest "goodie bags," provided to all Grand Tasting guests
- Name/Logo & Link on WOW's website and homepage
- 6 Jeroboam-level WOW memberships
- 1 Private Wine Education Session for 20 people within the calendar year
 - Wine Appreciation and Etiquette

Silver Organizational Sponsor - \$8,000

WOW's Silver Organizational Sponsor provides an important financial operations foundation that allows us to produce events and educational gatherings that form the basis of our calendar and, ultimately, our support of the Houston Area Women's Center.

SILVER ORGANIZATIONAL SPONSORSHIP BENEFITS INCLUDE:

- Exclusive status as the only Silver Organizational Sponsor
- Highly visible signage at all WOW events, with sponsor recognition in multiple locations, including:
 - Silver level logo placement on entrance & other event signage/banners
 - Silver level logo placement on signage at VIP pre-event wine tasting (Grand Tasting)
- Sponsor recognition on all event print and electronic communications
- A press release announcing the Silver sponsorship, distributed to Greater Houston media and outlets
- Full page advertisement in Grand Tasting Program Book, provided to all attendees
- Six tickets to the WOW Grand Tasting
- 2 VIP Tickets to pre-event wine tasting (Grand Tasting)
- Publicity in pre-event print & electronic collateral (emails, press releases, event materials, social media, etc.)
- Special publicity opportunities providing sponsor recognition, including (but not limited to) Grand Tasting and other event "Save the Date" and invitation emails and any event advertisements
- Sponsor recognition with logo on specialty promotion items (i.e. Promo t-shirts, etc.)
- Opportunity to provide items for guest "goodie bags," provided to all Grand Tasting guests
- Name/Logo & Link on WOW's website and homepage
- 4 Jeroboam-level WOW memberships



Additional Sponsorships - \$TBD

We are happy to work with you to find the right sponsorship idea for your company.

ALL SPONSOR LEVELS WILL RECEIVE:

- Publicity in print & electronic collateral (emails, press releases, event materials, etc.)
- Special publicity opportunities providing sponsor recognition. Examples may include:
 - "Save the Date" WOW Grand Tasting email
 - WOW Grand Tasting and/or other event invitations
 - WOW Grand Tasting and/or other event email promotions
 - Sponsor recognition on event advertisements
- Sponsor recognition with logo on specialty promotion items (i.e. Promo t-shirts, etc.)
- Opportunity to provide items for the WOW Grand Tasting "goodie bags," provided to all guests
- Name/Logo & Link on event webpage and/or homepage features

Safe Night's Sleep Internal Fundraising Sponsor

This unique Sponsorship allows companies to create their own workplace giving drive to support WOW's signature Safe Night's Sleep program. The Houston Area Women's Center (HAWC) spends an average of \$42 to provide a family with a safe and supportive night at HAWC's emergency shelter. Our Safe Night's Sleep sponsors make a commitment of their fundraising efforts and money to help support this program.

SAFE NIGHT'S SLEEP INTERNAL FUNDRAISING SPONSORSHIP BENEFITS INCLUDE:

- An introductory tour of the Houston Area Women's Center (optional)
- The opportunity to create a workplace giving drive program name and monetary goal (minimum \$5,000) that will be published as a unique page on the WOW website and includes your Logo
- Opportunity to "compete" with another division within your company, or another company (optional)
- A press release announcing your Safe Night's Sleep Fundraising Sponsorship, distributed to Greater Houston media and outlets
- Real time progress reports on the WOW website
- Printed Safe Night's Sleep "business cards" to distribute internally
- Scheduled email blasts to your company's list (as provided by you) with reminders and updates on your Fundraising drive (optional)
- A press release announcing the final results of your Fundraising drive, distributed to Greater Houston media and outlets
- Logo placement at the Safe Night's Sleep registration table at all of our events, including the WOW Grand Tasting
- Sponsor recognition on all Safe Night's Sleep print and electronic communications, including social media
- Full page advertisement in the WOW Grand Tasting Program Book, provided to all attendees
- 6 tickets to the WOW Grand Tasting
- 4 VIP Tickets to pre-event wine tasting (Grand Tasting)
- Sponsor recognition with logo on specialty promotion items (i.e. Promo t-shirts, etc.)
- Opportunity to provide items for guest "goodie bags," provided to all WOW Grand Tasting guests
- Name/Logo & Link on WOW's Safe Night Sleep webpage





WOW CHARITIES REACH Who we are, who we help, where we're going... & DEMOGRAPHICS



WOW Members

- Women only
- Ages 21 and up
- 500+ individual and corporate memberships purchased since 2007 (all levels)
- Professional, well-educated, above-average income, range of industries, active in their communities

WOW Events

- Four tastings and/or educational events per year, plus the fall WOW Grand Tasting
- 4-6 happy hours
- Event ticket prices \$35-75
- Grand Tasting ticket prices \$100-125
- Average 100-125 Grand Tasting attendees

Popular Women of Wine Events & Programs Include:

January “Bubbles” Event - Champagne and sparkling wine tasting, held at TOOTSIE’S (2012, 2013, 2014), with percentage of shopping sales going to HAWC.

Riedel Glass Class - Educational seminar on how varietal-specific wine glasses can enhance fine wines. Riedel glass set included with ticket; additional sets available for purchase at members-only discounted pricing.

Rodeo Wines - Taste award-winning wines from the Houston Livestock Show and Rodeo’s International Wine Competition; learn how to judge wines like a pro.

WOW & The Houston Area Women’s Center

- Total WOW donations to HAWC through 12/2012: >\$75,000
- 2012 WOW Grand Tasting cash donation to HAWC: \$22,000
- WOW is in HAWC’s top 5 donors of 3rd party unrestricted funds
- WOW selected as HAWC’s 2011 Volunteer Group of the Year

Women of Wine Charities Check Presentation to HAWC



WOW Reach

- 1200+ subscribers to WOW email blasts and newsletters
- Communications committee tasked with media relations, sponsorship promotional activities, member communications, website updates, collateral

Online Statistics & Growth / Potential Reach



Welcome to Women of Wine Charities

Our Sangria Throwdown is almost here — it's going to be fun. Don't miss it!

Next up: our 2nd Annual Sangria Throwdown!

WHEN: Monday, June 17, 2013, 5:30PM to 7:30PM (Valet parking will be available.)

WHERE: El Meson, 2425 University Blvd, Houston TX 77005

Tickets are on sale now!

UPDATE: Among the confirmed mixologists who will be stirring up their own fabulous sangria recipes are returning champ Sean Beck (Hugo's, Backstreet Cafe), Adele Corrigan (13 Celsius), Laurie Sheddan (Philippe), Kelly Railean (Railean Distillers), and Alba Huerta (Trigger Happy).

We'll also be holding **drawings at the event**. The fabulous brunch for six at Benjy's! Make sure you're eligible to win!

- New WOW members who have joined since our last event
- WOW members who have renewed since May 1st
- All WOW members who bring a guest to the Sangria Throwdown (drawing ticket!)
- All new WOW members who sign-up at the Sangria Throwdown

UPDATE: Listen to Denise Ehrlich, WOW President, on [Southbound Food](#).

UPDATE: Tickets just went on sale for our September [Nice Guys Can Cook](#) event... [Check it out!](#)



WOW Charities is a peer group network for women working in or associated with the wine industry and also welcoming all women wine lovers. [Learn more...](#)

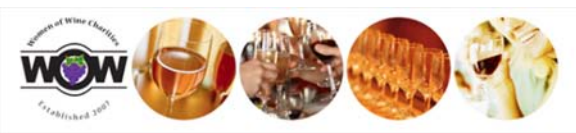
WOW EVENTS CALENDAR

June 2013						
Mo	Tu	We	Th	Fr	Sa	Su
					1	2
3	4	5	6	7	8	9

Statistics for WOWCharities.org / by Month							
As of June 2013	Daily Average			Monthly Totals			
	Hits	Pages	Visits	Sites	Visits	Pages	Hits
	2024	432	240	1617	2406	4324	20248

Subscribe to receive emails about WOW news, events and happy hours!

* indicates required



It's almost here!

Monday's "April in Paris: A Tasting of French Wines"

Hello Women of Wine! We're just a few days away from our April event. [Tickets are on sale now](#) -- we can hardly wait to start sipping wines from Bordeaux, Burgundy, the Rhone Valley and more. We hope to see you there!

WHEN: Monday, April 15, 2013, 5:30PM to 7:30PM

WHERE: [Artisans | Cuisine & Savoir-Faire](#), 3201 Louisiana St.

WHY: Tax rates are higher in France... Cheers to that!

Also, Artisans has created a [special post-event dinner menu](#). Don't miss it!

As always, this event benefits the [Houston Area Women's Center](#). We'll be collecting full-sized toothbrushes, toothpaste, floss and mouthwash, as well as gift cards and [Safe Night's Sleep](#) sponsorships.

ALSO ON OUR RADAR:

May 22nd Happy Hour at [Trinity Restaurant & Bar](#). No reservations necessary, just come on out and enjoy.

June 17th Sangria Competition! WOW's annual sangria competition and event is the perfect way to kick off summer. More details coming soon...

RENEW YOUR MEMBERSHIP ONLINE! Did



WOW's Email Campaign Stats			
As of June 2013	Subscribers		
	Total	Delivery Rate	Open Rate
	1243	99.4%	26.9%*

*WOW's email open rate is 4% higher than industry (non-profit) average!



Active and growing on Facebook (350+) and Twitter (75+)



WOW CHARITIES
We're here to help... Reach out to us anytime!
CONTACTS

Contacts

If you are interested in becoming a Corporate Sponsor of the WOW Grand Tasting or a WOW Organizational Sponsor, we would be happy to provide more information as well as discuss a customized sponsorship package to fit your company's needs.

We have numerous additional ways you can get involved with Women of Wine Charities -- whether it is sponsoring an event, volunteering on one of our member committees, providing in-kind donations for the Houston Area Women's Center, or hosting your own Safe Night's Sleep corporate giving drive! And we are always open to discussing new ideas or opportunities that fit your organization.

Contact us today for more information!



Grand Tasting Sponsorship

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