



Farm to Table(aux)®

BENEFITING WOMEN'S PROTECTIVE
SERVICES OF LUBBOCK

**SPONSORSHIP
OPPORTUNITIES**

WOMEN'S PROTECTIVE SERVICES 1st ANNUAL

Farm to Table(aux)®

2023 THEME HEART & SOUL

MAY 2, 2024 • 6:00 PM - 10 PM
MUSEUM AT TEXAS TECH

Farm to Table(aux) is a unique and highly creative fundraising event that playfully unites the widely popular Farm-to-Table culinary trend with a contemporary interpretation of the “tableaux vivants” (living pictures) from French theater - dramatic visual depictions using carefully posed actors in costume, appearing in sets adorned with vibrant props and scenery

GUEST PROFILE

Individuals and couples ages 25 to 85

Key influencers, tastemakers, connectors

Charity supporters, socially conscious and community- minded

Creative, outside-the-box thinkers

Community Advocates

Enjoy wine, creative cocktails and unique cuisine

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





ABOUT US

Women's Protective Services of Lubbock is combatting Domestic Violence throughout the South Plains twenty-four hours a day, 365 days a year.

OUR MISSION

The mission of Women's Protective Services of Lubbock, Inc. is to create an environment of empowerment for women, children, and families to eliminate family violence.

OUR VISION

Women's Protective Services of Lubbock, Inc., or WPS,

is a 501(C)(3) non-profit organization specializing in advocacy for women, men, and children who have experienced domestic violence. WPS has been serving Lubbock, TX, and the surrounding communities since 1978.

Our purpose and objectives are to provide a safe environment, offer community education, prevention, rehabilitation of violent family members, encourage the transition to self-sufficiency, and advocate for the prevention and elimination of family violence.

This is but a brief glimpse into what we offer victims of family violence and members of our community daily.

CORE PROGRAM AREAS

- *Crisis Intervention*
- *Counseling*
- *Social Services*
- *Children's Services*
- *Legal Advocacy*
- *Community Outreach & Education*

IMPACT BY NUMBERS

In 2022, helped 2,278 women and children affected by domestic violence, 87% of whom are living in poverty.

QUESTIONS AND CONTACT:

Nikki Heverly

nheverly@wpslubbock.org

(806) 748-5292

wpslubbock.org

MARKETING STRATEGY

PRINTED SAVE-THE-DATE

A postcard formally announcing the event date and theme, as well as confirmed high-level sponsors. **Expected audience: 5,000+**

PRINTED INVITATION

The full-color event invitation will be mailed to current sponsors, guests, targeted donors and supporters approximately 8-12 weeks before the event. The invitation will include recognition for confirmed sponsors and event details. **Expected audience: 3,000+**

NEWSLETTERS/E-PROMOTIONS

Newsletters will be emailed to the entire network of the Women's Protective Services supporters.

WEBPAGE

The Farm to Table(aux) website will be updated with event and sponsor information and include links to sponsor webpages.

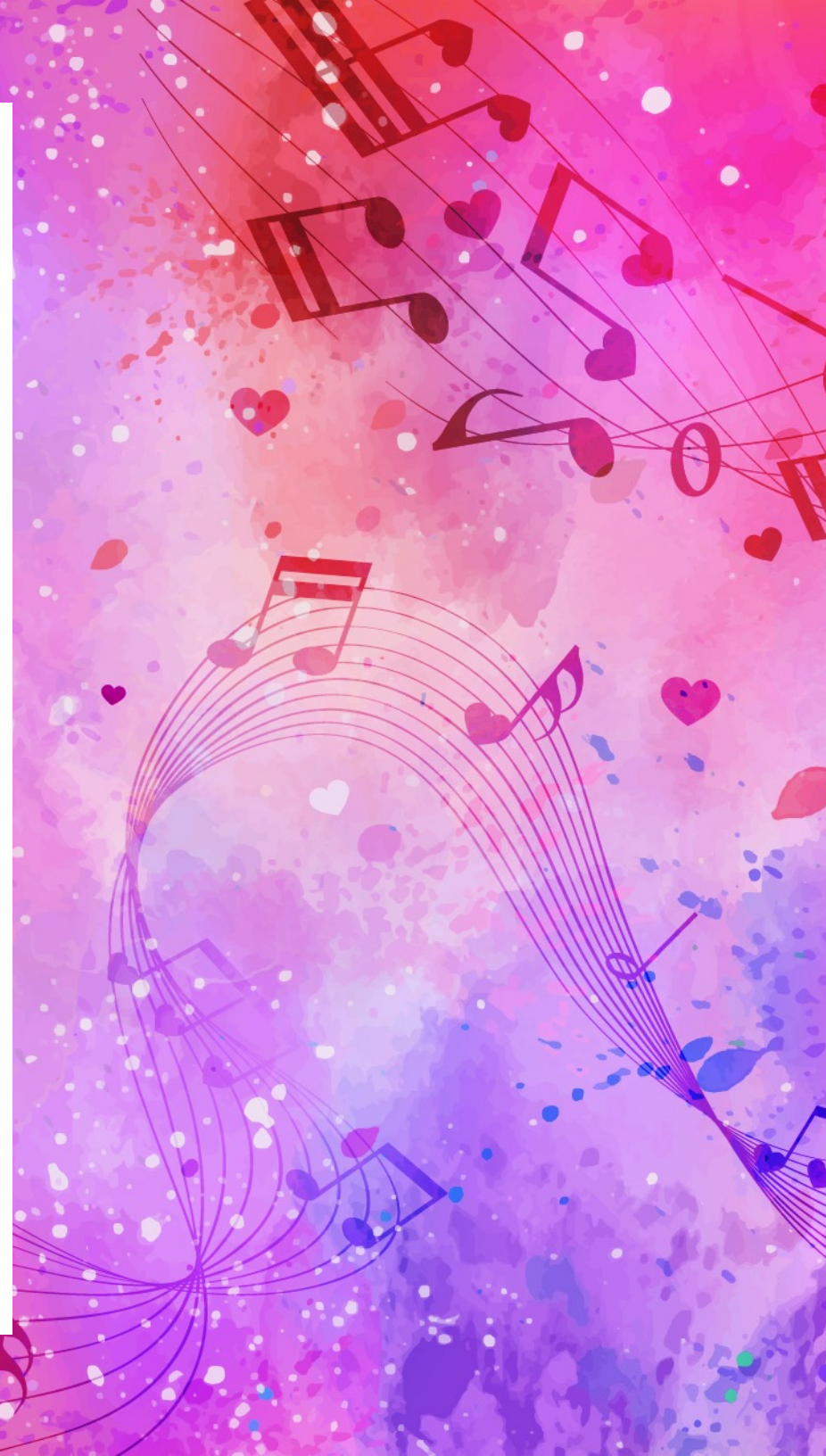
SOCIAL MEDIA

With an audience of over 2,500 spread across social media outlets, Women's Protective Services will link guests/followers to our mission, our sponsors and their messages through dynamic, engaging and fabulous content.

PROGRAM

Distributed to all attendees at the event, the program includes event details, sponsor recognition, Women's Protective Services program information, and live and silent auction item descriptions. **Expected Audience: 300**

+ MUCH MORE!





\$25,000 EXCLUSIVE PRESENTING SPONSOR

PRESENTING SPONSORSHIP BENEFITS INCLUDE:

- A \$25,000 investment in Women's Protective Services
- Exclusive recognition as presenting sponsor with name or logo incorporated in Farm to Table(aux) event branding
- 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 Women's Protective Services followers
- Link to your company website from the Women's Protective Services and FTT websites
- Invitation for company representative to address audience with welcome remarks during seated program (1 min)
- Prominent signage at the event
- First right of refusal for presenting sponsor of the 2023 FTT Event
- Two prominent VIP tables with seating for 16 guests



\$15,000 DIAMOND SPONSOR

- A \$15,000 investment in Women's Protective Services
- 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 by marketing deadline)
- Logo recognition on event website, signage, eblasts, printed program and program slide show
- Dedicated social media thank you post
- Opportunity to place a premier item in lagniappe bag (event appropriate items only)
- Prominent table seating for 12 guests

\$10,000 GOLD SPONSOR

- A \$10,000 investment in Women's Protective Services
- On-stage verbal recognition during the seated program
- Logo inclusion in event collateral including programs, signage, and invitations (when secured by marketing deadline)
- Logo recognition on event website, signage, eblasts, printed program and program slide show
- Dedicated social media thank you post
- Opportunity to place a premier item in lagniappe bag (event appropriate items only)
- Prominent table seating for 8 guests

\$5,000 SILVER SPONSOR

- A \$5,000 investment in Women's Protective Services
- Logo recognition on event website, signage, eblasts, printed program and program slide show
- Dedicated social media thank you post
- Opportunity to place a premier item in lagniappe bag (event-appropriate items only)
- Table seating for 4 guests

\$2,500 BRONZE SPONSOR

- A \$2,500 investment in Women's Protective Services
- Opportunity to place a premier item in lagniappe bag (event-appropriate items only)
- Name-inclusion on event website, signage, eblasts, printed program and program slide show
- Table seating for 2 guests

TABLE(AUX) VIVANT - \$5,000 (4 available) Celebrate the theme of the evening by sponsoring one of our unique table(aux)s that will keep our guests entertained and on their toes during the Soiree portion of the evening. One of the most unique and highly anticipated components of the event, your logo will be sure to stand out alongside this art come to life. **Benefits Include:** Your logo will be displayed on signage next to your sponsored Table(aux)! Logo will also be included on event splash page, pre-event eblasts, social media, print program and event day slideshow + 4 VIP Tickets

GLASSWARE - \$5,000 (1 available) See your logo in the hands of all of our stunning Farm to Table(aux) guests! These glasses are used on event day for all wine and beverage samples and guests are invited to take them home to display in their glassware cabinets! **Benefits Include:** Logo on each wine glass, on event splash page, pre-event eblasts, social media, print program and event day slideshow + 4 VIP Tickets

STRIKE A POSE - \$5,000 (1 available) Get excited as guests "Strike a Pose" in front of a fabulous backdrop that has your logo on it. Your logo will receive exposure during the event but will continue to live on once the photos are posted, liked, and shared on social media! **Benefits Include:** Logo on photo opportunity backdrop, included on event website, pre-event eblasts, social media, print program and event day slideshow + 4 VIP Tickets

MYSTERE BOX RAFFLE - \$5,000 (1 available) - A hundred tickets for sale, and only 1 will hold the winning match to an amazing mystery item that's held in the Mystere box display! The Mystere Box raffle always features a fabulous prize (or prizes) that everyone will want! This is your chance to have your brand featured at the Mystere Box and to be a part of the fun onstage as the box is opened and winner announced! **Benefits Include:** Opportunity for sponsor representative to go onstage with emcee or charity representative to reveal Mystere Box contents and draw/select then announce winner, signage, event splash page, e-blasts, print program and event day slideshow + 4 VIP Tickets.

MISSION MOMENT - \$5,000 (1 available) - An opportunity to tie your brand to the ultimate emotional moment at the event by underwriting production costs for the heartfelt Mission Moment video. **Benefits Include:** Verbal recognition during the introduction of the video, logo impressions during playback positioned as, "Brought to you by...." Or, "This moment made possible by...", highlighting of company name or logo in any mission focused eblasts, event slides and signage, and continued post event impressions as video is shared on social sites + 4 VIP Tickets

LIVE AUCTION - \$5,000 (1 available) - Who doesn't want to be a part of the excitement of the Live Auction? The Live Auction sponsorship guarantees just that! **Benefits Include:** logo recognition on the Live Auction preview eblast, all Live Auction slides, Live Auction thank you acknowledgments and multiple verbal recognitions from stage during the Live Auction logo on event splash page, pre-event eblasts, social media, print program and event day slideshow + 4 VIP Tickets



MENU OF ADDITIONAL OPPORTUNITIES

ARTISAN COCKTAIL & BEVERAGE - \$2,500 (2 available) - This cocktail station will be the artistic alcoholic creation of the evening that all guests will enjoy! Be the brand they see as they experience these fabulous sips. **Benefits Include:** logo represented at the cocktail station, included on event website, print program and event day slideshow + 2 VIP Tickets

LAGNIAPPE SPONSOR - \$2,500 (1 available) - Every guest loves going home with an extra something at the conclusion of an event and your sponsorship will help make this happen. Each guest will receive a lagniappe bag or box with your logo represented on it that they take home with them at the conclusion of the event! **Benefits Include:** logo will be placed on one side of a high-quality tote bag or box, included on event website, print program and event day slideshow + 2 VIP Tickets

SILENT AUCTION SPONSOR - \$2,500 (1 available) – As guests bid to their heart’s content on fabulous Silent Auction packages, your logo would be represented in this prime location! **Benefits Include:** logo recognition on the silent auction preview eblast, all silent auction description pages, event website, print program and event day slideshow + 2 VIP Tickets

STAGE CREW - \$2,500 (1 available) – 20+ “Stage Crew” volunteers working the room and engaging more than 300 guests. These community members offer a great opportunity to showcase your brand and will be the hit of the event. **Benefits Include:** logo will be placed on volunteers’ lanyards, event website, print program and event day slideshow + 2 VIP Tickets

VALET SPONSOR - \$2,500 (1 available) – Send them home with one last message about your company and our charity’s mission, printed on hanging tag that dangles from the review mirror. The custom tag includes your logo plus a phrase like “XXX is happy to help Women’s Protective Services achieve their mission”. **Benefits Include:** logo will be represented on hanging tags that will be placed in every valeted car, event website, print program and event day slideshow + 2 VIP Tickets

HYDRATION STATION - \$1,500 (3 available) Help our attendees stay hydrated as they enjoy a fabulous evening benefitting Women’s Protective Services. With art, food, and cocktails tantalizing the senses, water is a must! **Benefits Include:** Logo recognition at station, on event website and print program + 1 VIP ticket.

COCKTAIL NAPKINS - \$1,500 (2 available) Be the logo prominently featured on the cocktail napkins for the event. Every guest needs somewhere to blot their lips after enjoying the savory bites and delicious artisan cocktails during the Soiree. **Benefits Include:** Logo recognition on napkins, event website and print program, + 1 VIP ticket.



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SPONSOR REGISTRATION FORM

☐ Presenting (\$25,000) ☐ Diamond (\$15,000) ☐ Gold (\$10,000) ☐ Silver (\$5,000) ☐ Bronze (\$2,500) ☐ Other (\$1,500)

☐ Custom \$ _____

Name for Recognition Purposes: _____

Contact Name: _____ Address: _____

Email: _____ Phone: _____

c Check enclosed for \$ _____ payable to Women's Protective Services Of Lubbock. Please mail to: P.O. Box 54089, Lubbock, Tx 79453

c Charge my Credit Card for \$ _____ Return form via MAIL to: P.O. Box 54089, Lubbock, Tx 79453

Please Circle: Visa MasterCard Amex Discover

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

Billing Zip Code: _____ Signature: _____

CREATING A WIN-WIN!

Farm to Table(aux) fundraisers create an opportunity for partnerships between charities, culinary vendors, artists, corporate sponsors and community members. In addition to raising money, these events raise awareness, and provide community exposure for corporate sponsors.

DON'T SEE WHAT YOU'RE LOOKING FOR?

We encourage you to suggest ideas for crafting the perfect sponsorship.

Please Contact: Nikki Heverly, nheverly@wpslubbock.org, (806) 748-5292

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