



PRESENTED BY VENUS MED SPA

*Fall 2024*

BENEFITING FORTY CARROTS FAMILY CENTER



# Meet Our 2024 Co-Chairs



It is a thrill to be your co-chairs once again for the award-winning Wine, Women & Shoes Sarasota 2024 benefiting Forty Carrots Family Center. We support the Forty Carrots vision that all children will be raised in homes that are emotionally and physically safe, filled with nurturing relationships and positive learning experiences.

As we prepare to entertain you, our purpose to raise critical funds to support Forty Carrots' work in Sarasota and Manatee counties through parenting education, early childhood education and mental health services has never been more important.

Join us for the ultimate girlfriends' day out with visiting vintners, retailers, and our dedicated Solemen. Most importantly, join us, and together we can create good beginnings that last a lifetime.

## Cheers!



*Allison Imre & Renee Phinney*  
Wine, Women & Shoes 2024 Co-Chairs

## MARKETING PROFILE



**Wine, Women & Shoes Sarasota Facebook Page**

**3.8K Followers**



**Wine, Women & Shoes Sarasota Instagram Followers**

**1.9K Followers**



**Wine, Women & Shoes Sarasota Website Visitors in a 6-month Period During WWS**

**5,632 Unique Visitors**  
**15,567 Interactions**

**Event Series Attended By**  
**1,060 People Including**



**600**  
Guests



**60**  
Volunteer Solemen



**75**  
Volunteers



**OUR MISSION** - To nurture healthy child and family development through research-based, relationship-centered education and mental health services.



## Forty Carrots Family Center

**Good Beginnings That Last A Lifetime.** Founded in 1993, Forty Carrots is guided by a vision that all parents will provide their children with experiences and environments that are emotionally and physically safe so that they can grow into capable and caring young people.

### AREAS OF EXPERTISE

**PARENTING EDUCATION** - Providing information, skills, and support to some of our community's most at-risk families. These services seek to improve outcomes for children ages 0-5 through its work with parents and children.

**MENTAL HEALTH** - Offering individual and group therapy to children, adolescents, and their families. These services are individualized to meet each client's mental health concerns and to improve overall functioning.

**EARLY CHILDHOOD EDUCATION** - Preparing children for success through high-quality education, taught by degree-level teachers integrating the latest research and best practices.

**2,533**

**CHILD & FAMILY  
THERAPY SESSIONS**

**5,858**

**CLIENTS SERVED**

**96%**

**CLIENTS RECEIVE  
FREE SERVICES**

**1,481**

**PARENTING EDUCATION  
GROUPS \*FY23**



Forty Carrots Family Center's 4-star (highest possible) rating is based on its strong financial health and commitment to accountability and transparency.

# Schedule of Events



THURSDAY  
SEPTEMBER  
**26**

## VIP LAUNCH PARTY & TABLE SELECTION 5:30 - 7:00 PM

Table sponsors, select your preferred table location in the ballroom as all VIP guests mix and mingle to kick off the WWS season! (Table selection order is based on contract receipt date and sponsorship level.)

HOSTED BY



CLIVE | DANIEL  
HOME

VARIOUS  
DATES IN  
**OCTOBER &  
NOVEMBER**

## WINEMAKER DINNERS

### Hosted in Exclusive Homes & Venues

Intimate themed dinners featuring visiting vintners as special guests are the perfect venue to entertain clients, meet potential clients and friends. Dinners attract not only devotees of our Signature Luncheon, but other interested community members as well.

FRIDAY  
NOVEMBER  
**22**

## THE SIGNATURE LUNCHEON THE RITZ-CARLTON, SARASOTA 10:00 AM - 2:45 PM

### Followed by the Champagne Lounge & Dancing till 5:00 PM

Enjoy three of life's greatest treasures – wine, shoes, and the company of your closest girlfriends. Sip delectable wines while you shop in a specially curated marketplace. Lunch with your besties while you take in an entertaining fashion show and delight in personalized attention from our very own Solemen. End your day dancing in the champagne lounge.

## MAKE IT A SLEEPOVER!

Call The Ritz-Carlton, Sarasota at 941-309-2217 to make your reservations and mention Wine, Women & Shoes to receive 15% off the current online rate. (Restrictions apply.)

2024 Lead Sponsors



## PRESENTING SPONSOR



## TITLE SPONSORS



**Add your logo here!**  
**See page 5 for details.**



## FASHION SHOW PARTNERS



**Stella Runway Models & Joni Bergs Fashion Stylist**

Title Sponsor



## Serve as a lead sponsor of Wine, Women & Shoes in support of Forty Carrots Family Center!

Title sponsorship including one front row table of ten guests: **\$32,000**

**BUY NOW**



**Title Sponsor recognition includes a new, branded glam video booth during Sip & Shop.**

Feature your logo on the camera base PLUS all videos shared with guests that day at this exciting new video photo booth. As seen on red carpet events, the booth's moving arm captures slow motion, filtered glamorous videos event guests can instantly share. The booth fits up to 3 guests. The link for videos will also be shared on WWS Facebook page and in the thank you eblast to all guests.

### TICKETS

- **6 Tickets** at the VIP Launch Party & Table Selection to select your preferred table location in the ballroom on September 26.
- **10 Tickets** at your luncheon table with premium wines and bubbly. Option to purchase up to 2 additional tickets to make your table a 12 top. Your group will be celebrated at the photo booth with one confetti spray.
- **2 Winemaker Dinner Tickets** (October / November)

### RECOGNITION

- Recognition from the luncheon stage and at three wine dinners.
- Logo recognition on: website, social media, program book, screen at luncheon, and event wrap video used for a full year of event promotion.
- Full-page color ad, inside cover placement in large format WWS program book.
- Supply three Solemen to represent your firm.
- Recognition on Forty Carrots' marquee on Tuttle Avenue Recognition as a Forty Carrots "Jewel," the agency's highest level of donors which includes: tickets to the annual Jewels' Reception, and logo in the Forty Carrots Annual Report and Forty Carrots website home page.

**Table selection order is based on overall sponsorship donation and payment receipt date.**

# Front Row Tables



## DIVA LOUNGE: \$24,000 (~~4~~ 2 TOTAL)

Diva Lounge access during Sip & Shop, plus a coveted reservation at Jack Dusty at your post-event preferred time. Your logo featured on custom pillows and signage.

## CHAMPAGNE LOUNGE ACCESS \$21,000 (~~4~~ 2 TOTAL)

Guests access the luxury patio VIP area during the Champagne Lounge after party and your logo featured on signage.

## VIP RUNWAY TABLE \$18,000

Choose ONE preferred bonus from the list below. (Based on availability.)

- Your name/logo shown in support of Fuel the Future in the program book.
- Personal photographer to capture your crew enjoying the day at two pre-designated times.
- Welcome confetti spray for your group at the step and repeat.
- Photo booth with your logo during Sip & Shop or the After-Party.
- 600 festive sunglasses presented by our Solemen with your logo.
- WWS commemorative Tervis Tumbler cups for all front row tables with your logo.
- Or, any other option on pages 8 – 10.

**BUY NOW**

## ALL FRONT ROW TABLES RECEIVE

### TICKETS

- **2 Tickets** at the VIP Launch Party & Table Selection to select your preferred luncheon table location on September 26.
- **10 Tickets** at one front row table at The Signature Luncheon with premium wines and bubbly. Option to purchase up to 2 additional tickets to make your table a 12 top at \$1,500 per person.

### RECOGNITION

- Logo recognition on: Website, Social Media, Program book, Screen at Luncheon.
- Full-page black & white ad in large format WWS program book.
- Supply one Soleman to represent your firm.
- Sponsorships above \$20,000 qualify as Forty Carrots “Jewel,” the agency’s highest level. of donors which includes: tickets to the annual Jewels’ Reception, and logo in the Forty Carrots Annual Report and Forty Carrots website home page.

**Table selection order is based on overall sponsorship donation and payment receipt date.**

# Second & Third Row Tables

## SECOND ROW TABLE OF TEN | \$14,000

Add tickets to make your table a 12 top at \$1000 per person

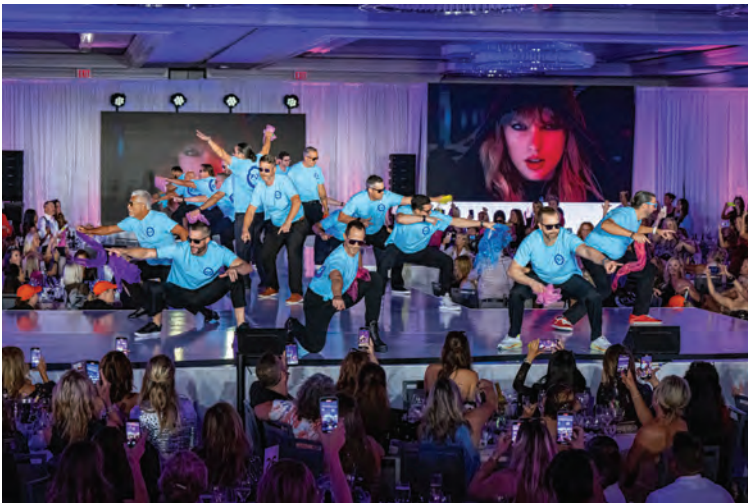
Includes your choice of complimentary underwriting from pages 8 - 10.

## THIRD ROW TABLE OF TEN | \$10,000

Add tickets to make your table a 12 top at \$750 per person

Includes Fuel the Future underwriting. (See page 8.)

**BUY NOW**



## SECOND & THIRD ROW TABLES RECEIVE

### TICKETS

- **2 Tickets** to the VIP Launch Party & Table Selection on September 26.
- **10 Tickets** at one table to The Signature Luncheon and option to purchase up to two additional tickets to make your table a 12 top.

### RECOGNITION

- Logo recognition on: Website, Social Media, Program Book, Screen at Luncheon.
- Supply one Soleman to represent your firm.

**Table selection order is based on overall sponsorship donation and payment receipt date.**



# Underwriting Selections

Underwriting is also available without a table for a \$5000 donation. Includes 2 tickets to VIP Launch Party & Table Selection and logo on website. Contact [events@fortycarrots.com](mailto:events@fortycarrots.com) for more information.



## 1. FUEL THE FUTURE (multiple available)

Your generous donation will offset the cost of maintaining Forty Carrots' five vans, which travel over 29,000 miles a year to 35 locations throughout Sarasota & Manatee counties providing essential parenting education, early childhood education and child & family therapy to families from all walks of life. Underwriting includes name or logo recognition in the program book at The Signature Luncheon & Dinners.



## 2. PASS THE APPETIZERS (multiple available)

Delight ladies as The Ritz-Carlton servers pass appetizers to guests during the Shopping Reception. Your logo will be included on a tent card on serving trays recognizing your generosity.



## 3. LIVE CAM

See your logo on screen at The Signature Luncheon each time our mobile camera goes live during all the most exciting action in the ballroom.



## ~~4. PHONE CHARGERS~~

Be a hero and help guests stay connected. Your logo will be included on 110 phone chargers (2 per table) placed on each luncheon table.

**SOLD**



## 5. LIGHT UP FOAM BATONS

Add your logo to these fun light-up wands sure to rock the room presented by the Solemen.



## 6. SOLEMEN & VOLUNTEER LUNCHES

Sixty gentlemen serving as Solemen and 75 volunteers spend their day making WWS The Best. Day. Ever! for our generous donors. Show your support for their hard work by underwriting their lunch. Your name/logo will be included on signage in the lunchrooms.

**BUY NOW**



## 7. ONLINE AUCTION SPONSOR

Feature your logo with a link to your business on the online auction website for one week prior to The Signature Luncheon. Reach all past and current attendees, plus the full community as attendance is not required to access the page.



## 8. THEMED ENTRY HALLWAY DECOR

As ladies pass through the entry hallway of the luncheon, your logo will be included on both sides of the specially decorated space sure to delight guests.

**SOLD**



## 9. ENTRY MISSION STATEMENT

Make a meaningful first impression! WWS will include your logo on boards placed on 4 large windows behind the guest registration tables and the Forty Carrots table. The boards will feature larger than life images of Forty Carrots' mission with your logo demonstrating your commitment to children and families.



## 10. COMMITTEE MEETING HOST

Host the Wine, Women & Shoes committee in your venue! On a mutually agreed upon date in the fall, host the WWS ladies and speak to the guests about your business. (Wine provided by WWS, snacks provided by host.)



## 11. HYDRATION STATION

Add your logo to a Ritz-Carlton water station made available to guests all day.



## 12. MIRROR, MIRROR IN THE RESTROOMS

Provide your own (design approval required) static clings with your logo and message to place in the ladies' and mens' rooms at The Ritz-Carlton during The Signature Luncheon.

**BUY NOW**



### 13. WATER BOTTLES TO GO

Add your logo to 300 premium, mineral enhanced 18.5 oz water bottles made available to guests as they depart The Signature Luncheon.



### 14. CLIP-ON SELFIE LIGHTS

Add your logo to 110 clip-on selfie lights placed on each luncheon table (2 per table) so every gal will look her very best in pics with her besties!



### 15. PENS

Include your company name on 300 event themed pens used at the VIP Reception, winery tables and luncheon tables at The Signature Luncheon.



### 16. CENTERPIECES

Add your logo to the light-up wine buckets placed on each table at The Signature Luncheon.



### 17. MENU SPONSOR

Every guest is curious to know what fabulous entree and desert The Ritz-Carlton has prepared for lunch! Add your logo to the menu featured in the program book.



### 18. GLITTER TATTOOS

WWS ladies love to sparkle for the day! Provide WWS themed temporary body art at your booth. Includes two tattoo artists and signage with your logo at the booth.

**BUY NOW**

# Join the Corps of Solemen



## Serve As A Soleman At The Signature Luncheon

Solemen play a critical role in the event operation and in support of Forty Carrots Family Center. Duties include promoting the mission of Forty Carrots, raising funds, serving wine, and promoting vendors and wineries. Men are introduced on stage to recognize their commitment to children and families in our community.

**NOMINATE A  
GENTLEMAN  
OR APPLY NOW**



Participation in a dance performed by the Solemen on stage at The Signature Luncheon is optional. Choreography provided courtesy of Fly Dance Fitness. Rehearsals will begin in October.



# TBD

## SOLEMEN MEETING

**5:30 - 7:00 PM | ATTENDANCE STRONGLY SUGGESTED**

Solemen will gather to meet one another, be informed about their luncheon duties, and learn more about how their service on behalf of Forty Carrots Family Center will make a difference for children and families in our community.

FRIDAY  
NOVEMBER

# 22

## THE SIGNATURE LUNCHEON THE RITZ-CARLTON, SARASOTA

**9:00 AM - 3:00 PM | ATTENDANCE MANDATORY**

Guests will enjoy three of life's greatest treasures – wine, shoes, and the company of their closest girlfriends. Solemen will assist with escorting ladies, selling chance drawing tickets and serving at the luncheon tables making the day extra special for the attendees. Full day of participation is required.

Solemen are invited to further support Forty Carrots Family Center through fundraising: The Soleman raising the most will be crowned King of Sole on stage at The Signature Luncheon.

# 2024 Online Auction



## Wine, Women & Shoes 2024 Online Auction

**Opens: Friday, November 15**

**Closes: Saturday, November 23 at 5:00 pm**

Support Forty Carrots Family Center's mission to nurture healthy child and family development through research-based, relationship-centered education and mental health services. And, reach the discerning Wine, Women & Shoes guests, Forty Carrots Family Center's full event database and the community at large by featuring your donation in the online auction.



### DONOR RECOGNITION:

- **Items valued at \$5,000+:** Logo on website, online auction, social media, program book, and on screen at the luncheon, option to supply a Soleman to represent your firm
- **Items valued at \$2,500+:** Name on website, online auction, and program book
- **Items valued at \$1,000+:** Name on website and online auction
- **Items valued below \$1,000:** Name on online auction

**Submit your online auction donation form.**

**GO TO FORM**

### FOR MORE INFORMATION

Contact Marea Saldarriaga at [marea.saldarriaga@fortycarrots.com](mailto:marea.saldarriaga@fortycarrots.com) or 941-365-7716 ext. 361.

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