



# wine women & shoes®

Benefiting Bridge Communities, Inc.

Presented by

**WINTRUST**  
COMMUNITY BANKS

## Impact Report 2024

*Thank you to our fabulous sponsors!*



# Wine Women & Shoes Overview

On February 24th, we welcomed 400+ guests to our fourth annual Wine Women & Shoes experience in support of Bridge Communities' Transitional Housing Program. By all measures, the event was a rousing success and a stellar opportunity to showcase your brand.

Thanks to you, Wine Women & Shoes was a record-breaking, sellout event! It continues to generate glowing feedback with guests grateful for the experience and eager to return next year.

With your help, we wowed attendees with a high-energy, high-class luncheon event featuring boutique shopping, valuable raffles, live and silent auctions, a glam fashion show, wine tastings galore, and so much more!

Each year we add elements to elevate the experience. This year, we treated guests to a singer who serenaded models on stage at the end of the fashion show, included uniquely fun and fresh vendors in the marketplace, introduced the wildly popular Mystery Box pull and selfie station, and created an inspirational video to help our client speaker share her story in the most moving and compelling way.

As sponsor, your company enjoyed brand alignment with a top-rated, award-winning nonprofit and exceptional exposure through our biggest, most elaborate fundraiser.

Read on to learn how you made an impact at Wine Women & Shoes!



# Event Highlights

Wine Women & Shoes brought sip-sational excitement to nearly to 400 guests on March 24th! Here are some of the elements we included thanks to your sponsorship and support:

- A glamorous fashion show with a surprise singer who delighted and entertained guests
- Local jazz band to welcome guests into the ballroom
- 13 Marketplace vendors selling fresh and fun wares
- Wine tasting from 10 top wineries with keepsake glasses
- A gourmet lunch with butler service provided by our volunteer Sole Mates
- Shopping bags for every guest to fill with fabulous finds
- A-list worth photo backdrop and highly popular selfie station
- Beautiful tablescapes with gifts for each guest and special surprise for VIPs
- Best in Shoe competition recognizing some truly fabulous footwear
- A compelling video and heartfelt testimonial from Chaniese, a Bridge Communities client
- 30 Silent Auction packages
- 8 Live Auction Packages
- A Key to the Closet raffle valued at over \$10,000 won by one lucky winner
- Mystery Boxes filled with surprises valued at over \$50
- Wine Pull offering the chance to win high-end wine and bubbly
- Thoughtful amenities, including free valet parking, a coat & bag check, and elegant lounge seating
- And so much more!



# Event Attendees

We launched Wine Women & Shoes with the goal of drawing in women from the Southeast DuPage area, including Hinsdale, Oak Brook, Burr Ridge, Clarendon Hills, and Downers Grove. The majority of our nearly 400 attendees hailed from this high-net-worth area, representing the ideal luxury brand consumer, and were 99% female. Our event also included more than 50 volunteers & committee members from the DuPage area.

Attendees of this event included business owners, C-suite executives, philanthropists and club presidents, social media influencers, physicians, public relations professionals, realtors, elected government officials, finance execs, moms—and so much more.

The women who attended our event are key tastemakers and connectors in their communities, supporters of charities, socially conscious, and passionate about improving the health and wellbeing of their families and communities.

**By sponsoring Wine Women & Shoes, your name and logo got in front of over 450 event attendees and volunteers!**



# Enhanced Marketing

Your name and support were proudly shared with the public to let them know you have joined Bridge in the fight against homelessness. Because Wine Women & Shoes is Bridge Communities' biggest and most ambitious fundraiser, your brand enjoyed the benefits of an aggressive marketing campaign.

## Social Media:

Robust event promotion featured over 50 social media posts. Your logo was shared and your company tagged on Bridge's Facebook page, with **3,600+ followers**, and on our Instagram page, with **1,400+ followers**.

## E-mail Campaign:

Your company was thanked and your logo prominently shared in a series of 15 pre- and post-event emails to event attendees, as well as major donors.

## Event Website:

Your linked logo was featured on both a national event website and Bridge's event landing page; together these sites garnered over **5,000 total views!**

## More Brand Exposure:

Vibrant & attractive signage abounded at Wine Women & Shoes, prominently featuring your name and logo. You were also thanked verbally on stage and featured in our guest programs.



# 2024 Financial Results

Bridge Communities' fourth annual Wine Women & Shoes continues to demonstrate the significant and unique potential this high-end, nationally proven model offers.

Thanks to you and our many generous participants, Wine Women & Shoes 2024 raised \$369,419 and netted \$234,313! The paddle raise alone generated a record \$115,200, with 150 generous guests participating. Moreover, Bridge added **132 first-time donors** to our database for future cultivation.

**Your sponsorship is key to optimizing our net income and maximizing Bridge's ability to impact the lives of the resilient families we have the honor of helping. The more sponsor dollars we have, the more funds go directly to the bottom line. We hope you will continue your support of this incredible promotional opportunity in 2025 and beyond.**

## 2024 Results:

**Revenue: \$369,419**

**Expenses: \$135,106**

**Net: \$234,313**



# See you in 2025!

We are just beginning to harness the full potential of this fundraising superstar. Next year will be even bigger and better with yet more opportunities to promote your brand to our highly desirable guests and volunteers.

**We hope you will commit today to sponsoring Bridge Communities' 2025 Wine Women & Shoes on March 8th.**

Where else can you enjoy such multi-faceted brand exposure to such a large and perfectly targeted audience segment?

Please contact Jen Bystry at [jenifer.bystry@bridgecommunities.org](mailto:jenifer.bystry@bridgecommunities.org) to reserve your coveted sponsorship package.

Cheers to you for helping make this – Bridge Communities' largest fundraiser and most ambitious event – such a record success!

