



BW NICE, Inc.

HAVE FUN AND HELP OUR CAUSE!

Dear Friends,

We would be thrilled to have you attend our 8th Annual Red Shoe event! You will spend an amazing evening networking, enjoying delicious food and beverages, listening to inspiring messages, music, a silent auction, and dancing – all in the spirit of coming together and raising awareness and funds for Third Street Alliance for Women and Children.

For the past seven years, the Lehigh Valley Chapter has been the driving force behind this remarkable event. We take immense pride in our ongoing commitment to raising funds for Third Street Alliance for Women and Children, an organization dedicated to inspiring and equipping women, children, and families to live, learn, and thrive.

Now, we are gearing up for the 8th annual Red Shoe event! On Friday, April 19, 2024, an estimated 200 guests will gather at Third Street in their mansion to enjoy forging new friendships, connecting with business associates, savoring delicious food, and dancing the night away.

Proceeds from the event will help support our charity partner, **Third Street Alliance for Women and Children** and **BW NICE, Inc.** We encourage you to visit our websites, www.ThirdStreetAlliance.org and www.BWNICE.org, for a deeper understanding of our initiatives and the positive change we strive to achieve.

To elevate the impact we can have on Third Street's mission, we are seeking your support. We kindly request that you review these materials, which outline various opportunities for you to engage as a sponsor, attendee, merchant vendor, donor, or advertiser. Your donations, good will, and time will have a profound impact on the lives of women and families who are facing challenges in our very own communities.

Also during the day, we will honor a Businesswoman of the Year, someone in our midst who inspires us with her leadership, energy, concern for others, and commitment to business and community.

On behalf of the Lehigh Valley Executive Leadership Committee and the **BW NICE, Inc.** Board of Trustees, join us in making a tangible difference in the lives of those in need. Together, we can inspire, empower, and bring about positive change. Your participation and support will be the heart and soul of our 8th annual Red Shoe!

Thank you for your consideration, and we look forward to your involvement in this meaningful endeavor.

Sincerely,

ANDREA BROCK
President & Red Shoe Chair – BW NICE Lehigh Valley Chapter

FRIDAY APRIL 19, 2024

THIRD STREET ALLIANCE FOR WOMEN & CHILDREN
41 N 3RD STREET, EASTON, PA 18042 • 6 PM - 10 PM

The RedShoe™ 



BW NICE, Inc.



8TH ANNUAL BW NICE LEHIGH VALLEY RED SHOE EXTRAVAGANZA

**BENEFITING: THIRD STREET ALLIANCE FOR WOMEN &
CHILDREN AND BW NICE, INC.**

Tickets

Member \$90 / Non-Member \$100
Early Bird special before 2/22/24 Member \$80 /
Non-Member \$90
After 4/9/24 \$110 and at door

Celebration Program

Networking
Vendors
Silent Auction
Food Stations and Open Wine & Beer Bar
Inspirational Speakers
Businesswoman of the Year Award
Dance Party!

Donations

Want to be part of the event, but can't attend?
Donate any denomination!

\$100 ___ Other ___

Silent Auction Items (\$50 min value) Deliver by
3/19/24 to be listed in event program.

Wine Bottle Pull (min value \$20) Deliver by 3/26/24.

Swag Bag Donation (200 tangible items – no discount
coupons or marketing materials without tangible item.)
Deliver by 4/5/24.

Program Ads

Vendor Table

due by 3/14/24

















register by 2/29/24

\$400 Full Page / Color 5" x 8"
 \$200 Half Page / Color 5" x 3.875"
 \$100 Business Card Ad / Color 3.5" x 2"

\$200 (Includes one event ticket and table)

Provide high resolution artwork to
 RedShoeBWNICELV@gmail.com.

Sponsorship Opportunities

RUBY SLIPPER \$5,000	SASSY SLINGBACK \$2,500	DANCING SHOE \$1,000	JAZZ SHOE \$500	PROFESSIONAL PUMP \$250	BENEFITS
					Logo recognition on event registration page, eblasts
N/A	N/A				Name listing on event registration page and eblasts
					Social media post(s) on Facebook, LinkedIn, and Instagram
Full page color front inside cover	Half page color	Business card size	Logo	Name listing	Ad in event program
10 and Reserved Seating	6 and Reserved Seating	4	2		Tickets
					Logo listing on sponsor sign during event
					Gift Basket
					Vendor Table
					Sponsor representative opportunity to introduce the TSA speaker during the program

BW NICE, INC. IS A 501(C)(3) TAX-EXEMPT ORGANIZATION AS PROVIDED BY THE INTERNAL REVENUE SERVICE REGULATIONS. EIN # 27-1625890

FOR ADDITIONAL INFORMATION

Contact BW NICE LV Red Shoe Director,
 Andrea Brock, 610-428-0589 /
 RedShoeBWNICELV@gmail.com

MAILING ADDRESS

BW NICE Lehigh Valley Chapter
 P.O. Box 21142
 Lehigh Valley, PA 18002

PHYSICAL ADDRESS

Andrea Brock
 199 Nazareth Pike
 Bethlehem, PA 18020

**8TH ANNUAL BW NICE LEHIGH VALLEY
RED SHOE EXTRAVAGANZA**
Friday, April 19, 2024 • 6PM - 10PM



BW NICE, Inc.

Choose Your Sponsorship Level

Please select your participation for all event sponsors, advertising and donating opportunities!

Name: Company:

Address:

Address 2:

Phone: Email:

Total Amount Due (if applicable) – Pay Online or Check # and Amount :

Event Sponsors

Check all that are applicable.

Visit the website for additional details: <https://bwnice.org/red-shoe-event-lehigh-valley-red-shoe-event/>

The Ruby Slipper - \$5,000:	<input type="checkbox"/>	Program Ad (due by 3/14/24)	<input type="checkbox"/>
The Sassy Slingback - \$2,500:	<input type="checkbox"/>	\$400 Full Page/ Color 5" x 8"	<input type="checkbox"/>
The Dancing Shoe - \$1,000:	<input type="checkbox"/>	\$200 Half Page / Color 5" x 3.875"	<input type="checkbox"/>
The Jazz Shoe - \$500:	<input type="checkbox"/>	\$100 Business Card Ad / Color 3.5" x 2"	<input type="checkbox"/>
The Professional Pump - \$250:	<input type="checkbox"/>		

Silent Auction Item - Value and Description (deliver by 3/19/24):

Wine Bottle Donation (deliver by 3/26/24):

Swag Bag Donation (deliver by 4/5/24) :

Vendor Table \$200 - Includes one event ticket and table (Register by 2/29/24):

Tickets

Member \$90: Non-Member \$100:

Early Bird before 2/22/24 Member \$80: Non-Member \$90: After 4/9/24 \$110 and at door

Donation - \$100: Other Amount \$:

**BW NICE, INC. IS A 501(C)(3) TAX-EXEMPT ORGANIZATION AS PROVIDED BY
THE INTERNAL REVENUE SERVICE REGULATIONS. EIN # 27-1625890**

FOR ADDITIONAL INFORMATION

Contact BW NICE LV Red Shoe Director,
Andrea Brock, 610-428-0589 /
RedShoeBWNICELV@gmail.com

MAILING ADDRESS

BW NICE Lehigh Valley Chapter
P.O. Box 21142
Lehigh Valley, PA 18002

PHYSICAL ADDRESS

Andrea Brock
199 Nazareth Pike
Bethlehem, PA 18020