



Benefitting Opportunity House, Reading PA Thursday June 11th, 2026, at the DoubleTree by Hilton Reading



WHAT IS A SHOE GUY?

Our fabulous Shoe Guys play a hugely important role in Wine Women & Shoes, and we can't imagine doing it without them. The Shoe Guys will have the opportunity to host the lovely ladies ready to sip, shop and support, all to benefit **Opportunity House**. The Shoe Guys are in charge of greeting and escorting guests to the Marketplace, supporting wine service from sip-sational wine partners, presenting designer goodies on silver platters, selling entry tickets for Key to the Closet and Key to the Cellar, promoting auction lots, and—most importantly—making every guest feel special. They often play key roles before the event, as well, by spreading the word to friends and colleagues, and competing for the coveted “King of Sole” crown through peer-to-peer fundraising.



WHY BE A SHOE GUY?

NETWORKING

You will have the opportunity introduce yourself and talk about your business to a crowd of affluent, well-connected women and build camaraderie and network with your fellow Shoe Guys.

SUPPORT THE CAUSE

Know that you are helping a wonderful cause through advocacy, fundraising and helping to generate revenue for **Opportunity House** during Wine Women & Shoes. You will have the opportunity to make a difference in the lives of people in our community who need help in securing & maintaining stable housing.

Thank you for your commitment and participation as a Shoe Guy at Wine Women & Shoes!



SHOE GUY RESPONSIBILITIES:

- Pre-event promotion and fundraising to support Opportunity House. The highest fundraiser will be crowned the King of Sole on-stage at the event. Your goal is to give or get a minimum of \$1,000 in donations.
- Arrive at 3:00pm and stay until 9:30pm on event day, June 11th, 2026
- Wear provided shirt, and black pants.
- Interact with and encourage guest participation
- Participate in our on-stage introduction of our Shoe Guys & distribution of swag bags
- Smile and have fun while completing your assigned tasks!

