



## **2020 Feeding Motherhood Signature Chefs Auction Tampa - Lakeland**

### **Sponsorship Opportunities**

**DATE:**

Thursday November 19, 2020

**TIME:**

7:00 to 7:45 pm

[www.SignatureChefs.org/Tampa](http://www.SignatureChefs.org/Tampa)



# MARCH OF DIMES LEADS THE FIGHT FOR THE HEALTH OF ALL MOMS AND BABIES.

We believe that every baby deserves the best possible start. Unfortunately, not all babies get one.

**We are changing that.** From advocacy to education to research, we're working to level the playing field so that all moms and babies are healthy. Because when a society supports every family, the future is brighter for us all. And when communities work together, even the toughest problems can be solved.

## OUR ORGANIZATION DOES THIS BY:

- Supporting research toward solutions that ensure every baby is born healthy.
- Advocating for policies that prioritize the health of moms and babies.
- Providing resources and programs to help moms before, during and after pregnancy.
- Educating medical professionals on known solutions to improve the care that moms and babies receive.
- Uniting local communities across the nation through events and collaboratives.
- Partnering with organizations and companies committed to helping moms and their families.

## EACH YEAR IN THE UNITED STATES:

- Nearly 4 million babies are born.
- Nearly half a million babies are born prematurely or with birth defects.
- More than 23,000 babies die before reaching their first birthday.
- In addition to the human toll, the societal cost of premature birth is more than \$26 billion per year.

## IN THE LAST YEAR:

- We funded research grants totaling nearly \$16.7 million.
- We invested \$5.56 million in maternal and child health community grants.
- More than 80,000 families with a newborn in intensive care were offered comfort and information through NICU Family Support®.
- About 16,000 babies in the U.S. received life-saving surfactant therapy developed with funding from March of Dimes.

## DURING COVID-19 WE RESPONDED BY:

- Creating a national COVID-19 Intervention and Support fund.
- Providing over 1,000 individual hand sanitizers to local hospitals, healthcare providers and others essential partners throughout the Tampa Bay and Lakeland Area.
- Virtualizing **NICU Family Support** and Introducing **Supportive Pregnancy Virtual Groups (SPVG)**, facilitated by staff to provide education & support
- Conducting a series of **educational webinars** to address the most pressing concerns around pregnancy & COVID-19, leveraging staff to answer consumer questions
- Developing and launching tools to empower pregnant women, families, and communities, including a COVID-19 specific birth plan; conducting **policy and advocacy outreach**; and **mobilizing volunteers**.

Sources and Notes Births and preterm births—National Center for Health Statistics (NCHS), final natality 2014. Birth defects—CDC estimate of the number of babies born with a birth defect. Infant mortality—NCHS, infant mortality, 2013. Societal cost—Institute of Medicine report, 2007.

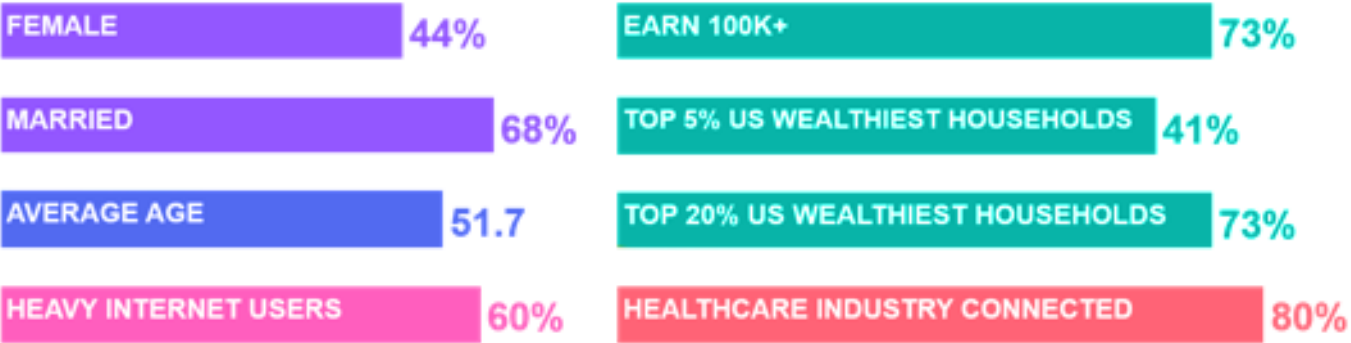
# FEEDING MOTHERHOOD SIGNATURE CHEFS AUCTION

Because of Covid-19, we are adapting to the changes in the marketplace and have a brand new concept for this year's fall special event. We are converting this year's Feeding Motherhood Signature Chefs Auction into a virtual fundraising event, which will include **all the fundraising** elements of our traditional fall special event, but we are also adding a 20-minute Concert for Preemies **featuring Matt Winter!** Matt played at last year's Signature Chefs Auction event in Tampa, was a huge hit, and has a huge following within Tampa Bay and around the country.



We invite you to discuss the variety of options available for the following sponsorship opportunities to help you reach an engaged local and worldwide online and social audience. By working with your March of Dimes representative, you can select a sponsorship that meets your goals, objectives, and target audience in your area, and even across the country.

## National Demographic Appeal





# SPONSORSHIP OPPORTUNITIES

## PRESENTING SPONSOR — \$10,000

The Presenting Sponsor will be spotlighted in all marketing collateral and campaign initiatives leading up to, day-of the event, and post event. Take advantage of this unique and prestigious activation opportunity to highlight your company as the premier integrated partner with March of Dimes throughout the entire event campaign.

“The March of Dimes Feeding Motherhood Signature Chefs Auction, presented by [your company]”

### Pre-event

- All pre-event marketing pieces featuring “March of Dimes Feeding Motherhood Signature Chefs Auction, presented by [company name]”
- Recognition as a Presenting Sponsor in public relations and media efforts pertaining to the 2020 special event where appropriate
- Logo/name recognition as Presenting Sponsor featured on event promotional pieces, including but not limited to:
  - Event invitations
  - Geo-targeted event social media announcements (i.e. Facebook, Instagram, and Twitter)
  - Geo-targeted event emails
  - Event website with link to company website
- Use of marks and logo in mutually agreed co-branded custom promotion for Feeding Motherhood Signature Chefs Auction (March of Dimes final approval)
- Opportunity to sit on the Feeding Motherhood Signature Chefs Auction Committee

### Day of event

- Opportunity to create a welcome video for our guests.
- One of a kind event dinner experience delivered to your location of choice.
- Verbal recognition as Presenting Sponsor during the virtual event.
- Logo recognition featured as Presenting Sponsor on event digital communication.
- Logo/name recognition as Presenting Sponsor on event digital signage.
- Geo-targeted event social media announcement

### Post Event

- Logo/name recognition as Presenting Sponsor featured on Thank You email
- Geo-targeted social media Thank You as Presenting Sponsor

# SPONSORSHIP OPPORTUNITIES

## PLATINUM SPONSOR — \$7,500

Take advantage of this unique and prestigious activation opportunity to highlight your company as a premium-integrated partner with March of Dimes throughout the entire event campaign.

### Pre-event

- Pre-event marketing pieces featuring your company as a Platinum Sponsor with logo/listing on:
  - Event invitations
  - Geo-targeted event social media announcements (i.e. Facebook, Instagram, and Twitter)
  - Geo-targeted event emails
  - Event website with link to company website
- Use of marks and logo in mutually agreed co-branded custom promotion for Feeding Motherhood Signature Chefs Auction (March of Dimes final approval)
- Opportunity to sit on the Feeding Motherhood Signature Chefs Auction Committee

### Day of event

- Verbal recognition as Platinum Sponsor during the virtual event.
- One of a kind event dinner experience delivered to your location of choice.
- Logo recognition featured as Platinum Sponsor on event digital communication.
- Logo/name recognition as Platinum Sponsor on event digital signage.
- Geo-targeted event social media announcement

### Post Event

- Logo/name recognition as Presenting Sponsor featured on Thank You email
- Geo-targeted social media Thank You as Platinum Sponsor

# SPONSORSHIP OPPORTUNITIES

## GOLD SPONSOR — \$5,000

### Pre-event

- Pre-event marketing pieces featuring your company as a Gold Sponsor with listing on:
  - Event invitations
  - Geo-targeted event social media announcements (i.e. Facebook, Instagram, and Twitter)
  - Geo-targeted event emails
- Use of March of Dimes logo (with approval)
- Opportunity to sit on the Feeding Motherhood Signature Chefs Auction Committee

### Day of event

- Logo/name recognition featured on event digital signage
- One of a kind event dinner experience delivered to your location of choice.
- Logo recognition featured as Gold Sponsor on event digital communication.
- Verbal recognition during the virtual event
- Geo-targeted event social media announcement

### Post Event

- Logo/name recognition as Presenting Sponsor featured on Thank You email
- Geo-targeted social media Thank You as Gold Sponsor

# SPONSORSHIP OPPORTUNITIES

## SILVER SPONSOR — \$2,500

### Day of event

- Logo/name recognition featured on event digital signage
- Verbal recognition during the virtual event
- Geo-targeted event social media announcement

## BRONZE SPONSOR — \$1,500

### Day of event

- Logo/name recognition featured on event digital signage
- Geo-targeted event social media announcement

## TRIBUTE GIFT

- Tribute gifts are 100% tax-deductible, gifts made in honor of [name].
- Recognition for donation will be made during the live-streamed virtual program.
- A special card will be sent sharing that a gift has been made in his or her name.



# 2020 SPONSORSHIP COMMITMENT FORM

## FEEDING MOTHERHOOD/SIGNATURE CHEFS AUCTION SPONSORSHIP OPPORTUNITIES FOR NOVEMBER 19, 2020

Company name/Donor

Please indicate how you wish to be listed on printed materials

Primary contact

Address

City

State

ZIP code

Phone

Fax

Email

Alternate contact person

Fax

Email

☐ YES, we will support March of Dimes as a sponsor  
in the amount of \$\_\_\_\_\_.

☐ I am unable to attend but I would like to make a 100% tax-deductible Tribute Gift  
in the amount of \$\_\_\_\_\_.

Signature of primary contact

Date

*(My signature indicates authorization to make this commitment on behalf of my company.)*

### Payment options (payment is due no later than 30 days prior to event):

- ☐ Check enclosed (payable to March of Dimes)
- ☐ Invoice me at the address above
- ☐ Credit card

Credit card number

Expiration date

Security code

Name as it appears on card

Billing address (if different from above)

Signature of cardholder

### Please payment to our Centralize Accounts Team:

March of Dimes Foundation  
Donation Processing Center  
PO Box 18819  
Atlanta, GA 31126

### Questions or details about the event contact:

**Steve Manuel**

[smanuel@marchofdimes.org](mailto:smanuel@marchofdimes.org)

813-230-1210

or

**Patty Frankenberger**

[pfrankenberger@marchofdimes.org](mailto:pfrankenberger@marchofdimes.org)

863-940-1381

[www.SignatureChefs.org/Tampa](http://www.SignatureChefs.org/Tampa)