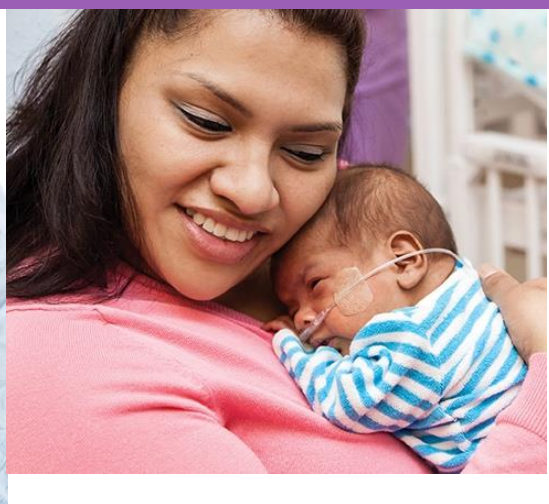




A FIGHTING CHANCE FOR EVERY BABY™



Signature *Chefs* Auction®

## Sponsorship Opportunities

Grand Rapids

November 6, 2017

DeVos Place

303 Monroe Ave. NW

# The March of Dimes CARES

The mission of the March of Dimes is to improve the health of babies by preventing birth defects, premature birth and infant mortality. We carry out this mission in a variety of ways.



## COMMUNITY

Our programs help moms-to-be in the United States have full-term pregnancies and healthy babies.



## ADVOCACY

We advocate for legislation, services and programs that help moms in the United States get care and services to improve their health and the health of their babies.



## RESEARCH

We research the serious problems that threaten our babies and work on treating and preventing them.



## EDUCATION

From preconception health classes for families-to-be to continuing education for nurses, in every conceivable media, the March of Dimes provides resources to improve maternal and child health.



## SUPPORT

Through our online community and in hospitals in the United States, we offer comfort and information to families with a newborn in intensive care.

You can play a vital role in helping us find solutions to combat prematurity and birth defects. We're making breakthroughs to improve the health of moms and babies, and together, we can save billions of dollars and tens of thousands of lives.

## Annually in the United States:

- Nearly 4 million babies are born, and about 380,000 of those are preterm.
- 120,000 babies come into this world with a birth defect.
- Almost 23,500 babies die before reaching their first birthday.
- The societal cost of premature birth is \$26.2 billion.

## In the last year:

- We funded research grants totaling nearly \$24 million.
- We invested \$5.56 million in maternal and child health community grants.
- More than 90,000 families with a newborn in intensive care were offered comfort and information through NICU Family Support®.
- 15,700 babies received lifesaving surfactant therapy, developed by March of Dimes researchers.

### 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.  
MOD investment—research and community grants funded in 2015.

# About Signature Chefs Auction

The March of Dimes premier fundraiser Signature Chefs Auction, celebrates culinary excellence with top chefs featuring tastings of their creations for our supporters. A dynamic, interactive cocktail party atmosphere reflects regional styles and local flavors with event components that include a Silent Auction, Live Auction and a compelling appeal to support the mission of the March of Dimes. Signature Chefs Auctions take place in more than 180 markets across the country and raised more than \$25 million in 2015.



We invite you to discuss the variety of options available for Signature Chefs Auction sponsorship to help you reach an active and engaged audience. By working with your March of Dimes representative, you can create a program that meets your goals and objectives and targets audiences in your area, and even across the country. Together we can reach key audiences in your community.

## National Demographic Appeal

**FEMALE** 44%

**MARRIED** 68%

**AVERAGE AGE** 51.7

**HEAVY INTERNET USERS** 60%

**EARN 100K+** 73%

**TOP 5% US WEALTHIEST HOUSEHOLDS** 41%

**TOP 20% US WEALTHIEST HOUSEHOLDS** 73%

# 2017 Sponsorship Commitment Form

## Grand Rapids Signature Chefs Auction

\_\_\_\_\_  
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 the 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 Fund the Mission 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)
- ☐ Credit card

\_\_\_\_\_  
Credit card number Expiration date Security Code

\_\_\_\_\_  
Name as it appears on card

\_\_\_\_\_  
Billing Address (if different from above)

\_\_\_\_\_  
Signature of card holder

### Please mail original form to:

March of Dimes • 3001 Orchard Vista, Suite 250 • Grand Rapids, MI 49546  
Phone 616-247-6861 • Email [nwalters@marchofdimes.org](mailto:nwalters@marchofdimes.org)

\_\_\_\_\_  
Authorized March of Dimes signature

\_\_\_\_\_  
Date

# 2017 Sponsorship Opportunities

March of Dimes invites you to support the Signature Chefs Auction. This tasteful affair provides a unique opportunity to co-brand your company with the vital efforts of the March of Dimes to give every baby a fighting chance. Guests will be participants in an evening of culinary masterpieces, provided by premier local chefs, and exceptional auction packages.

## Presenting Sponsor - \$20,000

### Pre-Event Benefits

- All pre-event marketing pieces featuring, “March of Dimes Signature Chefs Auction, presented by...
- Recognition as Presenting Sponsor in all public relations and media efforts pertaining to the 2017 Signature Chefs Auction with our media partners, FOX17, Gemini Publications, Cumulus Broadcasting, and Women’s Lifestyle Magazine.
- Logo/name recognition as Presenting Sponsor featured on event promotional pieces (\$90,000 media package), including but not limited to:
  - TV Commercial
  - Media interview (if available)
  - Save-the-date (electronic)
  - Invitation
  - Posters
  - Emails
  - Social media announcements
  - Website with reciprocal link
  - Grand Rapids Business Journal Ad featuring a company representative
- Use of marks and logo in mutually agreed co-branded custom promotion for Signature Chefs Auction (March of Dimes final approval)

### Pre-Event Activities

- Participation in Preview Party
  - Logo/name recognition as Presenting Sponsor featured on event promotional pieces, including but not limited to:
    - Invitation
    - Signage
    - PowerPoint
  - Opportunity to host Preview Party
  - Opportunity to invite attendees
  - Speaking opportunity for company representative
  - Ability to provide coupons/literature/gift to attendees

### Event Benefits

- Logo/name recognition featured on attendee bid cards for use during Live Auction (if applicable)
- Selection of sponsorship of one Signature Chef, including a VIP experience incorporated into guest event experience
  - Logo/name recognition on chosen chef’s table sign
  - Chef to visit table
- Full-page ad in the program (inside or back cover)
- Logo/name recognition as Presenting Sponsor in the program
- Logo/name recognition as Presenting Sponsor on signage
- Logo/name recognition on media screens (sponsor recognition slide)
- Verbal recognition as Presenting Sponsor from stage

## Entertainment and Amenities

- Two (2) tables of ten, with VIP placement
- Twenty (20) invitations to Preview Party
- Twenty (20) invitations to VIP Reception (if applicable)
- Free wine and beer for table guests

# Platinum Sponsor - \$15,000

## Pre-Event Benefits

- Logo/name recognition as Platinum Sponsor featured on event promotional pieces, including but not limited to:
  - TV commercial
  - Print ads
  - Save the Date (electronic)
  - Invitations
  - Posters
  - Emails
  - Social media announcements
  - Website with reciprocal link
- Use of marks and logo in mutually agreed co-branded custom promotion for Signature Chefs Auction (March of Dimes final approval)

## Pre-Event Activities

- Participation in Preview Party
  - Logo/name recognition as Platinum Sponsor featured on event promotion pieces, including but not limited to:
    - Invitation
    - Signage
    - PowerPoint
- Opportunity to invite attendees (10)

## Event Benefits

- Custom benefit with integrated branding opportunities within (select one):  
*(Chosen opportunity will be designed collaboratively with March of Dimes and your company)*
- Selection of sponsorship of one Signature Chef, including a VIP experience incorporated into guest event experience
  - Logo/name recognition on chosen chef's table sign
  - Chef to visit table
- Full-page ad in the program
- Logo/name recognition as Platinum Sponsor in the program
- Logo/name recognition as Platinum Sponsor on signage
- Logo/name recognition as Platinum Sponsor on media screens (sponsor recognition slide)
- Verbal recognition as Platinum Sponsor from stage

## Entertainment and Amenities

- One (1) table of ten
- Ten (10) invitations to Preview Party
- Ten (10) invitations to VIP Reception (if applicable)
- Free wine and beer for table guests

# Gold Sponsor - \$10,000

## Pre-Event Benefits

- Logo/name recognition as Gold Sponsor featured on event promotional pieces, including but not limited to:
  - Print ads (if applicable)
  - Invitations
  - Posters
  - Emails
  - Social media announcements centered on the chef announcements
- Use of March of Dimes/Signature Chefs Auction logo (with approval)

## Pre-Event Activities

- Participation in Preview Party
  - Logo/name recognition as Gold Sponsor featured on event promotion pieces, including but not limited to:
    - Invitation
    - Signage
    - PowerPoint
- Opportunity to invite attendees (6)

## Event Benefits

- Selection of sponsorship of one Signature Chef, including a VIP experience incorporated into guest event experience
  - Logo/name recognition on chosen chef's table sign
- Full-page ad in the program
- Logo/name recognition as Gold Sponsor in the program
- Logo/name recognition listed as Gold Sponsor on signage
- Logo/name recognition as Gold Sponsor on media screens (sponsor recognition slide)
- Verbal recognition as Gold Sponsor from stage

## Client Entertainment and Amenities

- One (1) table of ten
- Six (6) invitations to Preview Party
- Six (6) invitations to VIP Reception (if applicable)
- Free wine and beer for table guests



## Silver Sponsor - \$5,000

### Pre-Event Benefits

- Logo recognition as Silver Sponsor on event promotional pieces, including but not limited to:
  - Emails
  - Social media announcements
- Use of March of Dimes/Signature Chefs Auction logo (with approval)

### Pre-Event Activities

- Participation in Preview Party
  - Name recognition as Silver Sponsor featured on event promotion pieces, including but not limited to:
    - Signage
    - PowerPoint
  - Opportunity to invite attendees (4)

### Event Benefits

- Half-page ad in the program
- Logo recognition as Silver Sponsor in the program
- Logo recognition as Silver Sponsor on signage
- Logo recognition as Silver Sponsor on media screens (sponsor recognition slide)
- Verbal recognition as Silver sponsor from stage

### Client Entertainment and Amenities

- One (1) table of ten
- Four (4) invitations to Preview Party (if applicable)
- Four (4) invitations to VIP Reception (if applicable)
- Free wine and beer for table guests

## Bronze Sponsor - \$3,000

### Event Benefits

- Quarter-page ad in program
- Name recognition as Bronze Sponsor in the program
- Name recognition as Bronze Sponsor on signage
- Name recognition as Bronze Sponsor on media screens (sponsor recognition slide)

### Client Entertainment and Amenities

- One (1) table of ten
- Two (2) invitations to Preview Party
- Two (2) invitations to VIP Reception (if applicable)
- Free wine and beer for table guests

## Patron Sponsor - \$2,000

### Client Entertainment and Amenities

- One (1) table of ten

## Fund the Mission

Premature birth is the leading cause of death in children under 5, worldwide. In addition to, or in lieu of a sponsorship contribution, a 100% tax-deductible donation can be made to support the work of March of Dimes. With a donation, you can help fight premature birth through March of Dimes-funded research and education programs. Companies have the opportunity to provide a donation that can serve as a Leadership or Matching Gift, both offering company recognition and visibility in your alignment with our important mission.

Donors to the mission giving moment will be celebrated for their commitment to the March of Dimes and recognized for energizing the room and inciting the giving.

Contributions of \$5,000 or greater will be offered one (1) table of ten at the event in the VIP area and will be recognized as matching gift donor during the event as a thank you.