



SPONSORSHIP PROPOSAL SIGNATURE CHEFS AUCTION

October 14, 2019
NMC Hagerty Conference Center
715 East Front Street
Traverse City, MI 49686





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 collaborative.
- 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.

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.

ABOUT SIGNATURE CHEFS

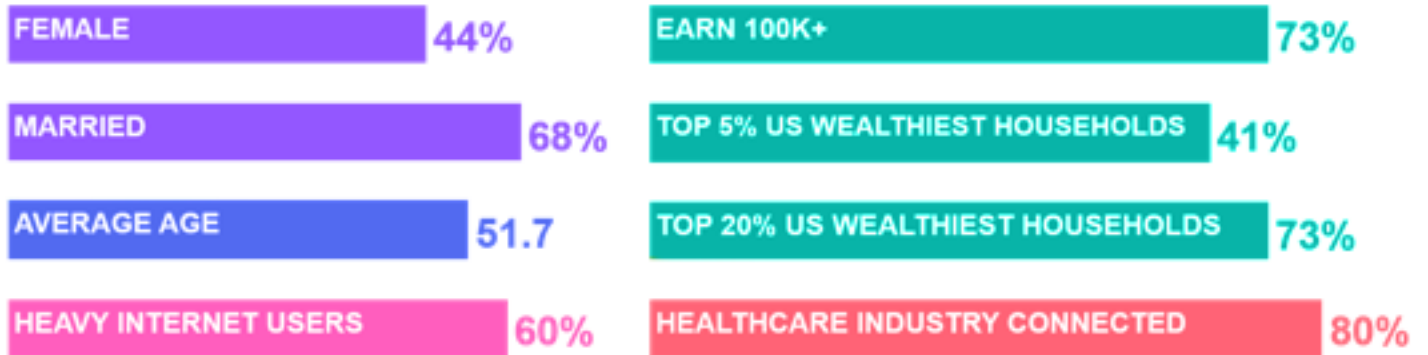
Signature Chefs is an awards event and fundraiser that brings together the community to recognize [name] excellence and achievements in Lansing. Award will be presented to the most outstanding restaurant within the People's Choice category.



Images from the 2017 Washington Nurse of the Year event.

We invite you to discuss the variety of options available for [event name] 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, objectives and target audience in your area, and even across the country. Together we can reach key audiences in your community.

National Demographic Appeal





SPONSORSHIP OPPORTUNITIES

As a sponsor of Signature Chefs, your company will receive the following benefits throughout the campaign:

PRESENTING SPONSOR—\$8,000

Pre-event

- All pre-event marketing pieces featuring “March of Dimes signature Chefs, presented by [company name]”
- Recognition as a Presenting Sponsor in public relations and media efforts pertaining to the 2018 Signature chefs 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 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 [event name](March of Dimes final approval)
- Opportunity to sit on the Signature Chefs Committee

Day of event

- Two (2) tables of 10 seats
- Full page ad in the event program book
- Logo/name recognition as Presenting Sponsor in the event program
- Logo/name recognition as Presenting Sponsor on all event signage and media screens
- Opportunity to give a “welcome address” to guests at event from stage (or emcee can give a message for you). Limited time messaging to be approved by March of Dimes.
- Verbal recognition as Presenting Sponsor from stage at event
- CEO letter in program
- Additional tables can be purchased for \$500 each

Award category

- Opportunity to sponsor an award category
 - Opportunity for company representative to present award on stage
 - Logo/name to appear on award as sponsor of a specific award category
 - Company name mentioned as category sponsor by presenter
 - Company name to appear in program booklet as sponsor of a specific category

SPONSORSHIP OPPORTUNITIES

As a sponsor of Signature Chefs, your company will receive the following benefits throughout the campaign:

PLATINUM SPONSOR—\$5,000

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 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 [event name] (March of Dimes final approval)
- Opportunity to sit on the Signature Chefs Committee

Day of event

- One (1) table of 10 seats
- Half-page ad in the event program
- Logo/name recognition featured in event program
- Logo/name recognition featured on event signage and sponsor recognition slide
- Verbal recognition from stage at event
- Additional tables can be purchased for \$500 each

Award category

- Opportunity to sponsor an award category
 - Opportunity for company representative to present award on stage
 - Logo/name to appear on award as sponsor of a specific award category
 - Company name mentioned as category sponsor by presenter
 - Company name to appear in program booklet as sponsor of a specific category



SPONSORSHIP OPPORTUNITIES

As a sponsor of Signature Chefs, your company will receive the following benefits throughout the campaign:

GOLD SPONSOR—\$3,500

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 and Twitter)
 - Geo-targeted event emails
- Use of March of Dimes logo (with approval)
- Opportunity to sit on the Signature Chefs Committee

Day of event

- One (1) table of 10 seats
- Quarter-page ad in the event attendee program
- Logo/name recognition featured in event program
- Logo/name recognition featured on event signage and sponsor recognition slide
- Verbal recognition from stage at event
- Additional tables can be purchased for \$500 each

Award category

- Opportunity to sponsor an award category
 - Opportunity for company representative to present award on stage
 - Logo/name to appear on award as sponsor of a specific award category
 - Company name mentioned as category sponsor by presenter
 - Company name to appear in program booklet as sponsor of a specific category

SILVER SPONSOR—\$2,500

Day of event

- One (1) table of 10 seats
- Logo/name recognition featured in event program
- Logo/name recognition featured on event signage and sponsor recognition slide
- Additional tables can be purchased for \$500 each

Award category

- Opportunity to sponsor an award category
 - Opportunity for company representative to present award on stage
 - Logo/name to appear on award as sponsor of a specific award category
 - Company name mentioned as category sponsor by presenter
 - Company name to appear in program booklet as sponsor of a specific category

SPONSORSHIP OPPORTUNITIES

As a sponsor of Signature Chefs your company will receive the following benefits throughout the campaign:

BRONZE SPONSOR—\$1,500

Event benefits

- One (1) table of 10 seats
- Name recognition featured in event program
- Name recognition featured on event signage and sponsor recognition slide

FUND THE MISSION MATCHING GIFT SPONSOR

- \$2,500 OR HIGHER

Event benefits

- One complimentary (1) table of 10 seats
- Name recognition featured in event program
- Name recognition featured on event signage and sponsor recognition slide
- Special recognition during Fund the Mission
- Optional Pre-event all attendee communication featuring your company match.



2019 SPONSORSHIP COMMITMENT

TRAVERSE CITY

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)
☐ 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 payment to our Centralize Accounts Team:
March of Dimes Foundation
3001 Orchard Vista #250
Grand Rapids, MI 49546

Questions or details about the event contact:
Ginger Feldman
gfeldman@marchofdimes.org
616-247-6861

Signaturechefs.org