



A FIGHTING CHANCE FOR EVERY BABY™



Signature *Chefs* Auction®

Sponsorship Opportunities

Traverse City

October, 2017

The Hagerty Conference Center

715 E. Front St, Traverse City, MI 49686

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 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

Traverse City 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 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 (231) 421-6468 • Email JSchlimme@marchofdimes.org

Authorized March of Dimes signature

Date

2017 Sponsorship Opportunities

March of Dimes invites you to support the Signature Chefs Auction (SCA). 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.

SCA Presenting Sponsor - \$8,000

Pre-Event Benefits

- All pre-event marketing pieces featuring “March of Dimes Signature Chefs Auction, presented by [company name]”
- Recognition as a Presenting Sponsor in all public relations and media efforts pertaining to the 2017 Signature Chefs Auction
- Logo/name recognition as Presenting Sponsor featured on event promotional pieces, including but not limited to:
 - Event save-the-date and event invitations
 - Event social media announcements (Facebook and Twitter)
 - Event emails
 - Event website with link to company website
- 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:
 - Event invitation
 - Event signage
 - Event PowerPoint
 - Opportunity to host preview event
 - Opportunity to invite attendees
 - Speaking opportunity for company representative
 - Ability to provide coupons/literature/gift to attendees

Event Benefits

- Full-page, ad in the event program (inside or back cover)
- Logo/name recognition as Presenting Sponsor in the event program
- Logo/name recognition as Presenting Sponsor on all event signage and media screens
- Logo/name recognition featured on attendees bid cards and during Live Auction (if applicable)
- 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

Entertainment and Amenities

- Four (4) tables of ten with VIP placement

SCA Platinum Sponsor - \$5,000

Pre-Event Benefits

- Pre-event marketing pieces featuring your company as a Platinum Sponsor with logo/listing on:
 - Event invitations
 - Event social media announcements (Facebook and Twitter)
 - Event emails
 - Event TV ads (if applicable)
 - Event print ads (if applicable)
 - Event website with link to company website
- Use of marks and logo in mutually agreed co-branded custom promotion for Signature Chefs Auction (March of Dimes final approval)
- UNIQUE OPPORTUNITY TO CO-BRAND WITH MARCH OF DIMES ON YOUR PAID MEDIA CAMPAIGN

Pre-Event Activities

- Participation in Preview Party
 - Logo/name recognition as Platinum Sponsor featured on event promotion pieces, including but not limited to:
 - Event invitation
 - Event signage
 - Event PowerPoint
- Opportunity to invite attendees

Event Benefits

- Custom benefit with integrated branding opportunities within:
(Chosen opportunity will be designed collaboratively with March of Dimes and your company.)
- Full-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

Entertainment and Amenities

- Three (3) table of ten

SCA Gold Sponsor - \$3,500

Pre-Event Benefits

- Pre-event marketing pieces featuring your company as a Gold Sponsor with listing on:
 - Event invitations
 - Event social media announcements centered on the chef announcements (Facebook and Twitter)
 - Event emails
 - Event print ads (if applicable)
- Use of March of Dimes/Signature Chefs Auction logo (with approval)
- UNIQUE OPPORTUNITY TO CO-BRAND WITH MARCH OF DIMES ON YOUR PAID MEDIA CAMPAIGN

Pre-Event Activities

- Participation in Preview Party
 - Logo/name recognition as Gold Sponsor featured on event promotion pieces, including but not limited to:
 - Event invitation
 - Event signage
 - Event PowerPoint
- Opportunity to invite attendees

Event Benefits

- Custom benefit with integrated branding opportunities within:
(Chosen opportunity will be designed collaboratively with March of Dimes and your company.)
- Full Page, ad in the event attendee program
- Logo/name recognition featured in event program
- Logo/name recognition listed as a gold sponsor on event signage and sponsor recognition slide
- Verbal recognition from stage at event

Client Entertainment and Amenities

- Two (2) table of ten

SCA Silver Sponsor - \$2,500

Pre-Event Benefits

- Pre-event marketing pieces featuring your company as a Silver Sponsor with listing on:
 - Event Print Media (if applicable)
 - Event emails
 - Event social media announcements (Facebook and Twitter)
- Use of March of Dimes/Signature Chefs Auction logo (with approval)

Pre-Event Activities

- Participation in Preview Party
 - Corporate name as Silver Sponsor featured on event promotion pieces, including but not limited to:
 - Event signage
 - Event PowerPoint
 - Opportunity to invite attendees

Event Benefits

- Full Page, ad in the event attendee program
- Company name listed as a Silver Sponsor on event signage and sponsor recognition slide

Client Entertainment and Amenities

- One (1) table of ten

SCA Bronze Sponsor - \$1,500

Event Benefits

- Company name listed as a Bronze Sponsor on event signage and sponsor recognition slide

Client Entertainment and Amenities

- Half Page, ad in the event attendee program
- 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.

Donations of \$2,500 or more

- One (1) complimentary table of ten

