



Signature Chefs Auction

Cooking Up a Brighter Future

SPONSORSHIP PROPOSAL

When - October 22, 2018

Where – Heritage Club at Bethpage
Farmingdale, NY



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.

Sources and Notes

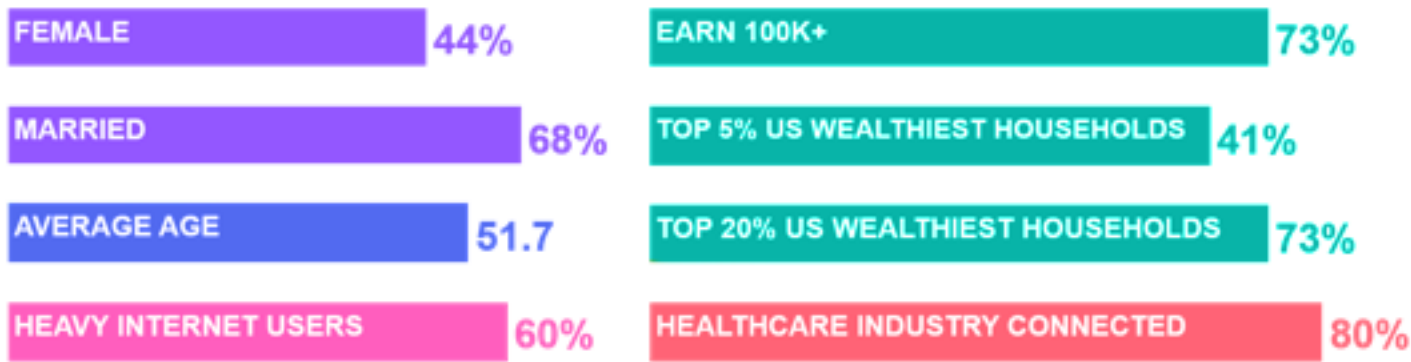
Births and preterm births—National Center for Health Statistics (NCHS), final natality 2014. Birth defects—CDC estimate of the number of babies born with a birth defect. Infant mortality—NCHS, infant mortality, 2013. Societal cost—Institute of Medicine report, 2007.

ABOUT SIGNATURE CHEFS AUCTION

The Signature Chefs Auction brings together top local chefs showcasing their culinary masterpieces and an audience of more than 250 business industry leaders, community philanthropists and many of the top socially responsible corporations in the community while supporting a critical cause. The event is sponsored by local community-minded companies that have joined together to help give every baby a fighting chance. The Signature Chefs Auction is a food extravaganza that pays tribute to the culinary excellence of local chefs and restaurants as you taste a sampling of their signature dishes. The evening is filled with unforgettable menu items, wine pairings, and bidding on a unique assortment of once-in-a-lifetime live and silent auction packages.



National Demographic Appeal





SPONSORSHIP OPPORTUNITIES

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

PRESENTING SPONSOR—\$15,000

Pre-event

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

Day of event

- Three (3) tables of 10 seats
- 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 \$1,500 each (\$500 discount)

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 Auction, your company will receive the following benefits throughout the campaign:

PLATINUM SPONSOR—\$10,000

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 Signature Chef's Auction (March of Dimes final approval)
- Opportunity to sit on the Signature Chefs Auction Committee

Day of event

- Two (2) table of 10 seats
- Full-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 \$1,500 each (\$500 discount)

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 Auction, your company will receive the following benefits throughout the campaign:

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

Day of event

- One (1) table of 10 seats
- Half-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 \$1,500 each (\$500 discount)

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 Auction, your company will receive the following benefits throughout the campaign:

CATEGORY SPONSOR (SILVER)—\$3,000

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
- Additional tables can be purchased for \$1,500 each (\$500 discount)

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

TABLE SPONSOR (BRONZE)—\$2,000

Event benefits

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

TRIBUTE GIFT

- Tribute gifts are 100% tax-deductible gift made in honor of [name].
- Opportunity includes onscreen logo inclusion and verbal recognition from the stage.
- A special card will be sent sharing that a gift has been made in his or her name.



2018 SPONSORSHIP COMMITMENT

SIGNATURE CHEFS AUCTION — HERITAGE CLUB AT BETHPAGE - FARMINGDALE, NY

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 send payment to:
March of Dimes
40 Marcus Dr. Ste. 204
Melville, NY 11747

Questions or details about the event contact:
Victoria Cella
vcella@marchofdimes.org
516-628-6269