



A FIGHTING CHANCE FOR EVERY BABY™



Signature *Chefs* Auction®

Sponsorship Opportunities

Greater Portland

September 28, 2017

DiMillo's on the Water

25 Long Wharf, Portland, ME

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.



The March of Dimes is a unique collaboration of scientists, clinicians, parents, members of the business community, and other volunteers representing every state, the District of Columbia and Puerto Rico. For over 75 years, the March of Dimes has worked to improve maternal and child health through activities like funding research and field trials for the eradication of polio, promoting newborn screening, and educating medical professionals and the public about best practices for healthy pregnancy.

COMMUNITY GRANTS: In 2015, organizations in Maine received \$52,560 in March of Dimes Community Grants: Two grants were awarded to help improve the health of women and infants in the state, including:

- **Maine General Medical Center CenteringPregnancy® Program** - a \$15,000 grant to expand in year 2 the CenteringPregnancy® program which provides pre-natal group education to pregnant women and promotes better communication with their healthcare providers.
- **Maine Coast Memorial Hospital CenteringPregnancy® Program** - a \$12,000 grant to establish a group prenatal care program.

PROGRAMS IN MAINE

NICU Family Support®: Provides information, support and comfort to families whose infants are treated in the Neonatal Intensive Care Unit (NICU).

RESEARCH GRANTS: Maine received \$280,000 in March of Dimes Research Grants: One grant was awarded to help improve the health of women and infants:

- **University of Maine** received funding to study the role of a cell-to-cell signaling pathway in anchoring muscle fibers to the basement membrane, a thin sheet of specialized cells that surrounds and supports muscle fibers. Research results could help develop new treatments for muscular dystrophy and related muscle diseases.

PRETERM BIRTH: Maine earned a “B” on the 2016 March of Dimes Preterm Birth Report Card 8.5 percent of births in Maine were preterm, falling just short of the March of Dimes 2020 goal of 8.1 percent. The United States, as a whole, earned a “C” on the 2016 report card with 9.6 percent of births reported as preterm.

NEWBORN SCREENING: 31 of the 34 conditions on the federal Recommended Uniform Screening Panel (RUSP) are universally required by law or rule and fully implemented in Maine.* Newborn screening tests newborns for certain genetic, metabolic, hormonal and functional conditions that are not otherwise apparent at birth. If diagnosed early, many of these conditions can be successfully managed.

In an Average Week in Maine

246 babies are born	13 babies are born to teen mothers (ages 15-19)	74 babies are delivered by cesarean section	23 babies are born preterm	18 babies are born low birthweight	2 babies die before their first birthday
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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.



2017 Sponsorship Commitment Form

Greater Portland Signature Chefs Auction

Company name/donor

Please indicate how you wish to be listed on printed materials

Primary contact

Address

City	State	ZIP Code
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Phone	Fax	Email
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Alternate contact person	Fax	Email
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☐ 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
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Name as it appears on card

Billing Address (if different from above)

Signature of card holder

Please mail original form to:

March of Dimes • [Address] • Falmouth, ME 04105
Phone (207)831-4113 • Email jlosciuto@marchofdimes.org

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.

PLUS Package

Customizable year-round sponsorship that includes co-branding opportunities through March of Dimes **Maine Market** special events and mission programs. In addition to all Signature Chefs Auction sponsorship benefits at selected level, partners can choose two additional mission or special event activation opportunities:

- NICU Family Support®
- March for Babies®
- Prematurity Awareness Month
- Babies, Business and the Bottom Line
- Healthy Babies are Worth the Wait®
- Employee engagement opportunities (volunteer)



Presenting Sponsor - \$10,000

Pre-Event Benefits

- All pre-event marketing pieces featuring, "March of Dimes Signature Chefs Auction, presented by WEX Inc.
- Recognition as 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:
 - Save-the-date
 - Invitation
 - Emails
 - Social media announcements
 - Website with reciprocal link
 - Inclusion in Maine Magazine Ad
- Use of marks and logo in mutually agreed co-branded custom promotion for Signature Chefs Auction (March of Dimes final approval)

Pre-Event Activities

- Opportunity to Host Auction Preview Party
 - Logo/name recognition as Presenting Sponsor featured on event promotional pieces, including but not limited to:
 - Invitation
 - Signage
 - PowerPoint
 - Opportunity to invite attendees (20)
 - Speaking opportunity for company representative
 - Ability to provide coupons/literature/gift to attendees

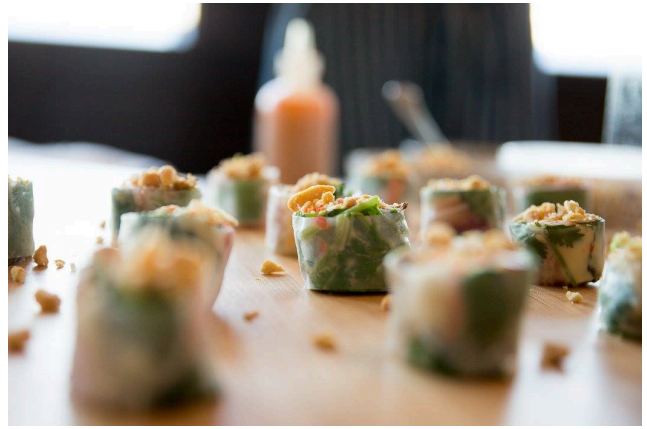
Event Benefits

- Logo/name recognition featured on attendee bid cards for use during Live Auction (if applicable)
 - Logo/name recognition on chosen chef's table sign
 - Logo/name recognition featured in program on page of chosen chef
- 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

- Admission of 20 Guests to Signature Chefs Auction
- Opportunity to co-host a Fund the Mission Party at one of our 17 participating restaurants.



Platinum Sponsor - \$5,000

Pre-Event Benefits

- Logo/name recognition as Platinum Sponsor featured on event promotional pieces, including but not limited to:
 - Print ads
 - Invitations
 - 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
- 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)
 - Super Silent Auction
 - Online Silent Auction
 - Ambassador Family Visuals
 - Registration
- 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

- Admission for 10 Guests to Signature Chefs Auction

Gold Sponsor - \$2,500

Pre-Event Benefits

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

Event Benefits

- Half-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

- Admission for 8 Guests to our Signature Chefs Auction



Silver Sponsor - \$1,500

Pre-Event Benefits

- Name 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)

Event Benefits

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

Client Entertainment and Amenities

- Admission for 6 guests to the Signature Chefs Auction

Bronze Sponsor - \$1,000

Event Benefits

- 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

Admission for 2 Guests to the Signature Chefs Auction

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.



Thank you for supporting the mission of the March of Dimes!