



SIGNATURE

CHEFS

FEEDING MOTHERHOOD



SIGNATURE CHEFS
Feeding Motherhood

SPONSORSHIP PROPOSAL

WHEN

Monday, October 17, 2021

WHERE

Marriott Richmond

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 community collaboratives.
- Collaborating 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



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 2019.

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%

SPONSORSHIP OPPORTUNITIES

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

PRESENTING SPONSOR—\$15,000

The Presenting Sponsor has an all access pass to the chefs, vintners, socialites and professionals leading up to and at the event. Take advantage of these unique and prestigious activation opportunities to highlight your company as an integrated partner with March of Dimes throughout the entire event.

“The March of Dimes Signature Chefs Auction, presented by COMPANY NAME”

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 2021 Signature Chefs Gala
- 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
- COMPANY Logo on the back of each bid paddle, used for the Live auction, Heads or Tails and Fund the Mission
- Opportunity to sit on the Signature Chefs Committee

Day of event *

- Three (3) tables of 10 seats*
- 10 invitations to event day VIP Reception
- Exclusive wine service to guests during seated program.
- 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

PLATINUM SPONSOR—\$10,000

As the Platinum Sponsor, you will serve as the exclusive sponsor of the VIP reception. In addition, your company will have the choice of one of our night of opportunities, where your company gets additional sponsor recognition. **You can choose from one of the following: live auction, heads or tails, registration, silent auction or tasting reception.**

Exclusivity: Your choice is based on first-confirmed sponsor, first-choice of opportunity to sponsor. The date your signed sponsorship contract is received puts you in line for choosing your night of opportunity to sponsor.

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 Chefs (March of Dimes final approval)
- Eight Invitations to the Signature Social – a pre-event reception for top event sponsors and leadership
- Opportunity to sit on the Signature Chefs Committee

Day of event – In person*

- Two (2) tables of 10 seats*
- 20 invitations to event day VIP Reception
- Exclusive wine service to guests during seated program
- **Speaking opportunity during VIP Reception**
- **Branding and signage in the VIP Reception**
- 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

GOLD SPONSOR—\$7,500

When you sponsor one of our night of opportunities, your company gets additional sponsor recognition. **You can choose from one of the following: live auction, heads or tails, registration, silent auction, super silent auction, valet, or tasting reception.**

Pre-event

- Pre-event marketing pieces featuring your company as a Gold 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
- Opportunity to sit on the Signature Chefs Committee

Day of event*

- Two (2) tables of 10 seats*
- Six invitations to event day VIP Reception
- Exclusive wine service to guests during seated program
- 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

SILVER SPONSOR —\$5,000

Pre-event

- Pre-event marketing pieces featuring your company as a Silver Sponsor with logo/listing on:
 - Event invitations
 - Geo-targeted event emails
 - Event website with link to company website
- Opportunity to sit on the Signature Chefs Committee

Day of event*

- One (1) table of 10 seats*
- Four invitations to event day VIP Reception
- Exclusive wine service to guests during seated program
- 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

BRONZE SPONSOR —\$2,500

Pre-Event Benefits

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

Event benefits

- One (1) table of 10 seats*
- Two invitations to the event day VIP Reception
- Quarter page ad in the event attendee program
- Name recognition featured in event program
- Name recognition featured on event signage and sponsor recognition slide

2022 SPONSORSHIP COMMITMENT

RICHMOND SIGNATURE CHEFS

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 Cardholder

Please payment to our Centralize Accounts Team:

March of Dimes
Donation Processing Center
PO Box 18819
Atlanta, GA 31126

Questions or details about the event contact:

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