

A photograph of a woman with dark curly hair, seen from the side, kissing a baby on the cheek. The baby is looking towards the camera with a happy expression. The woman is wearing a light-colored top. The background is slightly blurred, showing an indoor setting with a window and some furniture.

# Signature Chef Auction

## **WHEN**

November 14, 2019

## **WHERE**

Hilton Doubletree Downtown Orlando



# 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 collaboration.
- 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.



# SIGNATURE CHEF AUCTION

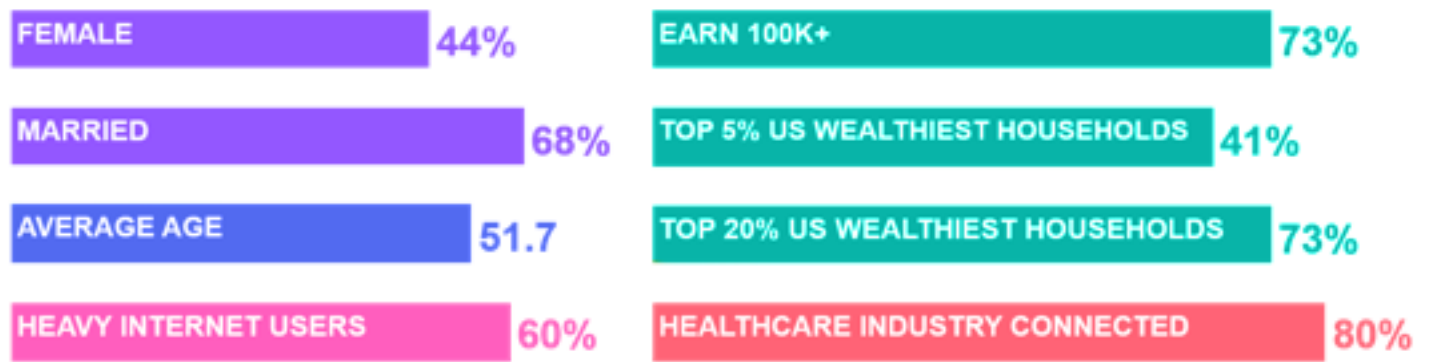
Signature Chef Auction is an awards event and fundraiser that brings together the community and supports our mission for healthy moms and strong babies.



Images from the 2017 Washington Nurse of the Year event

We invite you to discuss the variety of options available for Signature Chef 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, 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 the Signature Chef Auction 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 YOUR COMPANY NAME”

### Pre-event

- All pre-event marketing pieces featuring “March of Dimes Signature Chefs Auction, presented by YOUR COMPANY NAME”
- Recognition as a Presenting Sponsor in public relations and media efforts pertaining to the 2019 Signature Chefs Auction where appropriate
- Logo/name recognition as Presenting Sponsor featured on event promotional pieces, including but not limited to:
  - 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 Executive Leadership Team Committee

### Day of event

- Two (2) 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

## PLATINUM SPONSOR—\$10,000

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, registration, silent auction or valet.

**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:
  - 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 Executive Leadership Committee

### Day of event

- One (1) 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



## **GOLD SPONSOR—\$5,000**

This special sponsorship level includes the integration of your company with one of our participating chefs. This creates a very unique and exclusive opportunity.

When you sponsor one of our signature chefs, you and your guests receive unique VIP visit from a chef at the event, plus you receive pre-event marketing benefits and night of event recognition.

- **Exclusivity:** Choice of chef to sponsor is based on first-confirmed sponsor, first-choice of chef to sponsor. The date your signed sponsorship contract is received puts you in line for choosing your chef to sponsor once all chefs are confirmed.

### **Pre-event**

- Pre-event marketing pieces featuring your company as a Gold Sponsor with listing on:
  - 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



## **SILVER SPONSOR —\$2,500**

### **Day of event**

- Seating for 6 at a table
- 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

## **BRONZE SPONSOR —\$1,500**

### **Event benefits**

- Seating for 4 at a table
- 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.



# 2019 SPONSORSHIP COMMITMENT

## ORLANDO SIGNATURE CHEFS AUCTION ORLANDO

\_\_\_\_\_  
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 please):

- ☐ 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 our Centralize Accounts Team:

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

### Questions or details about the event contact:

**Kelley Harrell**  
**Senior Development Manager**  
[kharrell@marchofdimes.org](mailto:kharrell@marchofdimes.org)  
**Office: 321-274-8671**