

2021 GOURMET GALA

SPONSORSHIP PROPOSAL

WHEN
May 12, 2021

WHERE
National Building Museum
Washington, D.C.

MARCH OF DIMES

MARCH OF DIMES

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 collaborations.
- 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.

MARCH OF DIMES

A CHEF COOK-OFF OF CAPITOL PROPORTIONS

Join us for the 39th Annual Gourmet Gala where U.S. Senators and Representatives will serve as Celebrity Chefs competing for coveted culinary awards.







Date: Wednesday, May 12, 2021

6:00 p.m. Reception

6:30 p.m. Congressional Chef cook-off

7:45 p.m. Awards presentation

8:00 p.m. Event conclusion

Location: National Building Museum
440 G. Street, NW, Washington, DC
COMPLIMENTARY VALET PARKING

Dress: Business attire

Beneficiary: Gourmet Gala will raise funds to support the March of Dimes fight for the health of all moms and babies. More than 4 million babies are born in the U.S. each year and the March of Dimes has helped each and every one of them through our research, education, vaccines, advocacy and community services.

Program: The event united those who share a demonstrated commitment to the health of our nation's moms and babies through the March of Dimes. More than 50 Members of Congress will compete as Celebrity Chefs, serving their favorite hors d'oeuvres, desserts and drinks. Sponsor representatives will serve as their Sous Chefs. The Celebrity Chef recipes will be judged with awards given for six categories of achievement. The event will attract more than 90 sponsors and 750 guests with a goal to raise $1.4 million for the March of Dimes.

Honorary Co-Chairs:	**Terese Casey**	**Vicki Risch**	**Brian Rodgers**	**Pat O'Halleran**
	Pennsylvania	Idaho	Washington	Arizona

MARCH OF DIMES

SPONSORSHIP OPPORTUNITIES

TOP-LEVEL SPONSORSHIP: LIMITED OPPORTUNITIES AVAILABLE

Additional top-level exclusive sponsorship opportunities are available. In addition to receiving all of the benefits of the Signature Sponsor, the March of Dimes will work with the sponsor to develop a unique partnership that aligns with the sponsor's brand and business marketing goals. Please contact Kate Leib to review these opportunities.

SIGNATURE SPONSOR- $35,000: ***Limited to 6 sponsors***

- Recognition as a "Signature Sponsor" with corporate logo in all print and electronic materials related to the planning and execution of the event, including media advertisements, printed invitations, website, premiere recognition at the event, Celebrity Chef aprons, event e-blasts, recipe cards for all attendees, cookbooks for all Congressional Chefs
- Invitations for up to twenty (20) guests to attend the Gourmet Gala.
- Invitations for up to six (6) guests to attend an exclusive Co-Chairs' Reception to be held in February/March.
- Opportunity to participate in the distribution of awards during the evening program.
- Priority opportunity to designate representatives to serve as a Sous Chef* with Celebrity Chefs at their booth for up to four (4) Celebrity Chefs for 20 minutes each. (Company logo will be prominently displayed during the Sous Chef assignment).
- Two (2) social media posts (may include photo and/or video)
- Exclusive photo with VIPs attending Gourmet Gala.
- Two (2) seats on the Gourmet Gala Finance Committee.

REGIONAL SPONSOR- $25,000

- Recognition as a "Regional Sponsor" with corporate logo on media advertisements, printed invitations, website, premier recognition at the event, Celebrity Chef aprons, and e-blasts.
- Invitations for up to ten (10) guests to attend Gourmet Gala.
- Invitation for four (4) guests to attend an exclusive Co-Chair's Reception to be held in February/March.
- Priority opportunity to designate representatives to serve as a Sous Chef* with Celebrity Chefs at their booth for up to three (3) Celebrity Chefs for 20 minutes each. (*Company logo will be prominently displayed during Sous Chef assignment.)
- One (1) seat on Gourmet Gala Finance Committee.

BENEFACTOR- $15,000

- Recognition as a "Benefactor Sponsor" on printed invitations, website, e-blasts, and at the event.
- Invitations for up to ten (10) guests to attend Gourmet Gala.
- Invitations for two (2) guests to attend an exclusive Co-Chair's Reception in February/March.
- Opportunity to designate representatives to serve as Sous Chef* with Celebrity Chef at their booth for up to two (2) Celebrity Chefs for 20 minutes each. (*Company logo will be prominently displayed during Sous Chef assignment.)
- One (1) seat on the Gourmet Gala Finance Committee.

SUPPORTER- $10,000

- Recognition as a "Supporter Sponsor" on printed invitations at event.
- Invitations for six (6) guests to attend the Gourmet Gala.

FRIEND OF MARCH OF DIMES- $5,000

- Recognition as a "Friend of March of Dimes" on printed invitations at event.
- Invitations for two (2) guests to attend the Gourmet Gala.

*SOUS CHEFS ARE SPONSOR REPRESENTATIVES AND NO CULINARY EXPERIENCE IS NECESSARY
** INDIVIDUAL TICKETS WILL NOT BE AVAILABLE FOR THE 2021 GOURMET GALA

MARCH OF DIMES

2021 SPONSORSHIP COMMITMENT

GOURMET GALA – NATIONAL BUILDING MUSEUM, WASHINGTON, D.C.

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

Please send 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:
Kate Leib
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(571) 257-2309