



## Signature Chefs Auction 2016 Sponsorship Opportunities Tuesday, October 25, 2016

### Partnership Opportunities

The March of Dimes annual Signature Chefs Auction provides your company with an opportunity to co-brand your company with the vital mission of the March of Dimes. Your company will shine in the eyes of approximately 320 affluent community members and business professionals who come to support our mission while enjoying an evening of fine cuisine created by local celebrity chefs, flowing wine, spirits and exclusive, exciting custom-created auction packages.

### Presenting Sponsor - \$12,500

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]"

#### Pre-Event Marketing – Integrated branding of your company

- All pre-event marketing pieces featuring "March of Dimes Signature Chefs Auction, presented by [your company]"
- Corporate logo or listing as Presenting Sponsor featured on event promotion pieces, including but not limited to:
  - Event save-the-date cards and event invitations
  - Event signage
  - Event social media announcements (Facebook and Twitter)
  - Event emails
  - Event press releases
  - Event TV ads (if applicable)
  - Event print ads (if applicable)
  - Event radio ads or mentions (if applicable)
  - Event media kits
  - March of Dimes website with link to company website
- Announcement of support on March of Dimes website
- CEO letter on March of Dimes website
- Use of marks and logo in mutually agreed co-branded custom promotion for Signature Chefs Auction (March of Dimes final approval)

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## Signature Chefs Auction 2016 Sponsorship Opportunities Tuesday, October 25, 2016

### Partnership Opportunities - continued Presenting Sponsor - \$12,500

#### Pre-Event Activities

- Designation as Presenting Sponsor at Preview Party
  - Corporate logo or listing as Presenting Sponsor featured on event promotion pieces, including but not limited to:
    - Event invitation
    - Event signage
    - Event PowerPoint
  - Opportunity to host event
  - Opportunity to invite attendees
  - Speaking Opportunity from company representative
  - Ability to provide coupons/literature/gift to attendees

#### Client Entertainment and Amenities

- Two (2) tables of ten with VIP placement for the dinner/dessert and live auction
- Ten (10) invitations to Preview Party
- Chef to visit your table(s)
- Souvenir wine bottle(s) for your table. Quantity pending vintner participation at event.
- Premium wines served at your tables exclusive for you and your guests
- Hotel room at venue for host of table

#### At the Event Marketing

- Full-page, color ad in the event program (inside or back cover)
- Corporate logo featured as Presenting Sponsor in the event program
- Corporate logo featured as Presenting Sponsor on event signage and media screens
- Corporate logo featured on attendees bid cards (if applicable)
- 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



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### Partnership Opportunities - continued Presenting Sponsor - \$12,500

#### Unique opportunities for in-depth event involvement

- Category Industry Exclusivity
- Opportunity to serve on event host committee
- Experiential opportunity with a chef on day of event, pending chef approval
- Opportunity to provide and present gifts to the chefs at the event
- Opportunity to feature a Live Auction item (minimum value of \$2,000) increasing your visibility at the event. (examples: participation in your company's golf tournament, dinner with your company's CEO)
- Opportunity to provide a product or premium as a gift to all event attendees
- One feature story on company in March of Dimes newsletter+
- Opportunity to feature a Second Live Auction item (value minimum of \$2,000) increasing your visibility at the event. (examples: participation in your company's golf tournament, dinner with your company's CEO) This may be bundled with another Live Auction package or split into Silent Auction packages.
- Healthy Babies Healthy Business
- Sponsor benefit summary 60 days post event



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☐ We are pleased to join the March of Dimes for the upcoming Signature Chefs Auction, Western New York's BEST, as a 2016 Presenting Sponsor for \$12,500. Sponsorship benefits outlined on prior pages. This form serves as confirmation of this partnership. We understand that we will receive an invoice for the amount noted above and will provide permission to use our corporate name and images as.

Name:	Company:
Title:	Email:
Address:	City, State, Zip:
Phone:	Fax:

☐ Enclosed is our payment.  
*Please make all checks payable to:  
March of Dimes*

☐ Please charge our sponsorship to my:  
\_\_American Express \_\_Discover \_\_MasterCard \_\_Visa

Account Number:

☐ Please invoice us, we will pay our  
pledge:  
\_\_Upon receipt of invoice  
\_\_Monthly

Exp. Date: \_\_\_\_/\_\_\_\_ Security Code: \_\_\_\_ Billing Zip Code:

Name on Card: \_\_\_\_\_

Sponsor Representative

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

March of Dimes

Representative Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Return with payment to: March of Dimes  
ATTN: Rita Greis  
435 Lawrence Bell Drive, Suite 9  
Buffalo, NY 14221

*Please email logo asap: (high resolution vector, jpeg, eps format) to [rgreis@marchofdimes.org](mailto:rgreis@marchofdimes.org)  
Please email program ad no later than Friday, September 30, 2016*

From school children to scientists, from presidents to parents, from celebrities to citizens, everyone has made a difference. Your support today helps us continue cutting-edge research to determine the causes of birth defects and premature birth. Let's work together for stronger, healthier babies.