



# CINCINNATI/ N. KENTUCKY

2022 Partnership Proposal

**HEALTHY  
MOMS.  
STRONG  
BABIES.**



## JOIN TODAY

Help us end preventable preterm birth, end maternal and infant health risks and death and close the health equity gap.

**Commented [EP1]:** The next three pages showcase our mission in different ways. Choose to include the pages that make the most sense for the partner you are approaching.



## TODAY

**Moms and babies face an urgent health crisis**

**The U.S. remains among the most dangerous developing nations for childbirth, especially for families of color.**

### **7 MILLION**

women of childbearing age live in counties with no or limited access to **maternity care**

### **2 WOMEN**

die from pregnancy-related causes every day

### **WOMEN OF COLOR**

are up to **50 percent** more likely to give birth preterm and their children can face a **130 percent higher infant death rate**

### **1 BABY**

dies every hour in the U.S.

### **1 IN 10 BABIES**

is born preterm in the U.S. each year

### **PRETERM BIRTH AND ITS COMPLICATIONS**

are the largest contributors to infant death in the U.S. and globally

## OUR GOAL

Together we can improve maternal health, help babies be healthy and strong and protect the health of families through programs and advocacy

## OUR APPROACH

### LEAD AND INNOVATE

With cutting edge research to inform public policy and educate moms and their families

### MOBILIZE ACTION

In communities across the country through partnerships, and convene thought leaders and implement public awareness campaigns

### DELIVER IMPACT

Through programs to support families and health care professionals throughout the pregnancy journey

## OUR IMPACT

By investing in March of Dimes and with support from people like you, we can:

- **Fund and support** innovative research to solve the biggest problems in maternal and infant health.
- **Advocate** for change by demanding policymakers and political candidates to prioritize our nation's moms and babies and take action to improve their health.
- **Educate and help** every family have healthy pregnancies regardless of wealth, race, gender or geography.
- **Train** medical professionals to recognize bias and work toward health equity in the health care system.



**4 MILLION  
BABIES**

Benefit from our research, education, advocacy and breakthroughs



**700 THOUSAND  
WOMEN**

And health care professionals are reached through our programs

### GET INVOLVED

Make an impact to help families get the best possible start today and for generations to come.

Learn how at

**MARCHOFDIMES.ORG**

**HEALTHY  
MOMS.  
STRONG  
BABIES.**



**MARCH OF DIMES IMAGINES A WORLD WHERE EVERY MOM AND BABY IS HEALTHY REGARDLESS OF WEALTH, RACE OR GEOGRAPHY.**

**Our goal is to end preventable maternal risk and death, preterm birth and infant death.**

**OUR ORGANIZATION DOES THIS BY:**

- Supporting research to find solutions so every family gets the best possible start.
- Advocating for policies that prioritize the health of moms and babies.
- Providing resources and programs to help moms throughout their pregnancies.
- Educating health professionals to improve mom and baby care.
- Uniting local communities across the nation through events and collaborations.
- Partnering with organizations and companies committed to helping moms and their families.

**IN THE UNITED STATES:**

- The U.S. remains among the most dangerous developed or childbirth, especially for families of color.
- Each year, one woman dies every 12 hours from pregnancy-related causes, and 1 in 10 babies is born too soon.
- Women of color are up to 50 percent more likely to give birth preterm and their children can face a 130 percent higher infant death rate.
- This year alone, more than 380,000 babies will be born preterm.
- A significant racial disparity in maternal death exists with Black women being 3 times more likely to die from pregnancy compared to White women.

**IN THE LAST YEAR:**

- 4,000,000 babies benefited from our research, vaccines, education, advocacy and breakthroughs.
- More than 50,000 families were supported through our NICU Initiatives, including the NICU Family Support® program and the MY NICU Baby® and Mi Bebé en la NICU apps.
- We offered training to 35,000 health care providers to educate them on mitigating bias, stigma and systemic racism in care settings and on best practices to improve maternal and infant outcomes.
- Our advocates helped pass 34 new pieces of legislation to support thousands of underserved women, including passage of the federal law, the American Rescue Plan Act of 2021.

**COVID-19:**

The pandemic is putting mom and baby health even more at risk. Your support provides:

- Research for COVID-19 treatments to ensure they're inclusive and safe for pregnant and lactating women.
- Advocating efforts needed to help families impacted by COVID-19.
- Resources and training for doctors and nurses in the ICU and NICU who fight tirelessly for moms and babies every day.
- Opportunities for maternal and child health experts, expectant moms and new parents to come together to get the latest news, information and resources during the COVID-19 pandemic to prepare for birth and caring for a newborn at home.

Sources, \*2019 March of Dimes Report Card, CDC estimate of the number of babies born with a birth defect. 2014 Final Natality Data and 2013 Period Linked Birth/Infant Death Data. Prepared by the March of Dimes Perinatal Data Center 2016



Now preparing healthy dishes,  
To fuel change and ensure all pregnant moms have access to care.  
Now serving exquisite meals,  
To help address equity in maternal health.  
Now feeding cravings,  
To strengthen moms, babies and families across America.  
Every dish that chefs prepare will empower mothers across our nation  
and better prepare them for motherhood.  
This is a movement to nourish all aspects of motherhood – from prenatal to postpartum.  
Our recipe for better maternal and infant health is,

## FEEDING MOTHERHOOD



Signature Chefs Feeding Motherhood is the March of Dimes tribute to the outstanding culinary talent in the Cincinnati/N. Kentucky area. The event features selected wineries, distilleries and breweries throughout Greater Cincinnati to enhance the dining experience. A silent and live auction feature one-of-a-kind culinary experiences with the participating chefs. The March of Dimes Signature Chefs Auction provides your company with a unique cause marketing opportunity to co-brand your company with the vital mission of the March of Dimes. Your company will shine in the eyes of approximately 200+ affluent society 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.



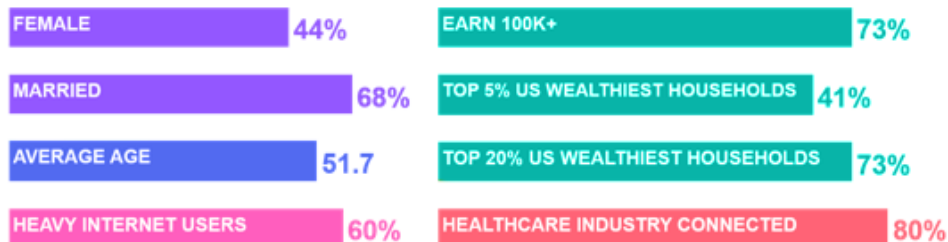
# ABOUT SIGNATURE CHEF'S

We are following CDC guidelines and regulations put forth by local health departments and are prepared to provide an exciting, flexible format for our March of Dimes Signature Chefs campaign called "Feeding Motherhood." It will feature a series of local activations and experiences highlighting local and national chefs, food and family regardless of the format of the event.

There will be a kickoff to the campaign, followed by an exciting local event featuring our local chefs and highlighting our local sponsors and families. Be ready to take part in bidding on some fabulous items in our local online auction! Depending on the ability for us to gather in person in our community at the time of the event, you will have the opportunity to take part in-person, at home or to host a small salon-style event.

We invite you to discuss the variety of options available for Signature Chef's 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 our community.

## NATIONAL DEMOGRAPHIC APPEAL



# PARTNERSHIP OPPORTUNITIES

As a partner of Signature Chef's, you and/or your company will receive the following benefits throughout the campaign:

## PRESENTING —\$25,000+

The Presenting Partner has more access to the chefs, socialites and professionals throughout the duration of the campaign. Take advantage of these unique and prestigious activation opportunities to highlight your company as an integrated partner with March of Dimes throughout the entire campaign.

"The March of Dimes Signature Chefs Feeding Motherhood, presented by [your company]"

### Pre-Event

- Campaign Kickoff - event held prior to host events.
  - Logo on the digital and/or printed invite.
  - Opportunity to give a "welcome or final address" to guests. Limited time messaging to be approved by March of Dimes.
  - Opportunity for video spots highlighting sponsors (sponsor provided).
  - Verbal and logo recognition included in day-of presentation.
- All pre-event marketing pieces featuring "March of Dimes Signature Chef's, presented by [company name]"
- Logo/name recognition as Presenting Sponsor featured on event promotional pieces, including but not limited to:
  - Digital event invitations
  - Campaign emails
  - Campaign website with link to company website
- Use of trademarks and logo in mutually agreed co-branded custom promotion for Signature Chef's March of Dimes has final approval.

### Day-of Event

- Tickets for two tables (up to 20 guests) for your guests to enjoy the event
- Access for your guests to the VIP reception
- Logo/name recognition as Presenting Sponsor in the event program and any event signage
- Verbal and logo recognition included in day-of presentation

- Opportunity to give a “welcome or final address” to guests. Limited time messaging to be approved by March of Dimes
- Opportunity to be featured in a short event video which could include sponsor video spots (sponsor provided) or an ambassador family video for Fund the Mission
- Goody bags / product in goody bags
- Apron featuring sponsor logo given to all participating chefs

#### **Post-Event**

- Post event thank you email recognizing chefs and sponsors
- Sponsor Video Message included in thank you email. (provided by sponsor)
- Mention in the social announcement with photo





# PARTNER RECOGNITION

As a partner of Signature Chef's, your company will receive the following benefits throughout the campaign:

## **GOLD—\$15,000+**

### **Pre-Event**

- Campaign Kickoff - virtual event held prior to host events.
  - Logo on the digital invite
  - Opportunity to give a "welcome or final address" to guests. Limited time messaging to be approved by March of Dimes.
  - Opportunity for video spots highlighting sponsors
  - Verbal and logo recognition included in day-of presentation
- Pre-event marketing pieces featuring your company as a Gold Sponsor with logo/listing on:
  - Digital and/or event invitations
  - Geo-targeted event social media announcements (i.e. Facebook, Twitter and LinkedIn)
  - Event emails
  - Event website with link to company website
- Logo/Name on toolkit provided by March of Dimes to assist with integration of mission and Fund the Mission ask
- Use of marks and logo in mutually agreed co-branded custom promotion for Signature Chef's (March of Dimes final approval)

### **Day-of Event**

- Tickets for one table (up to 10 guests) for your guests to enjoy the event
- Access for your guests to the VIP reception
- Logo/name recognition as Gold Sponsor in the event program and any event signage
- Verbal and logo recognition included in day-of presentation
- Opportunity to give a "welcome or final address" to guests. Limited time messaging to be approved by March of Dimes
- Goody bags / product in goody bags (optional – based on market availability)
- Apron featuring sponsor logo given to all participating chefs

### **POST-EVENT**

- Campaign Local Impact –event to thank all participants post host events
  - Logo on the digital invite
  - Opportunity for video spots highlighting sponsors
  - Verbal and logo recognition included in day-of presentation
- Mention in the post dinner social announcement with photo
- Post event thank you email recognizing chefs and sponsors

# PARTNER RECOGNITION

As a partner of Signature Chef's, your company will receive the following benefits throughout the campaign:

## SILVER—\$10,000+

### Pre-Event

- Campaign Virtual Kickoff - virtual event held prior to host events
  - Logo/name on the digital invite
  - Verbal and logo recognition included in day-of presentation
- Pre-event marketing pieces featuring your company as Silver Sponsor with listing on:
  - Digital and/or print event invitations
  - Event emails
  - Event website with link to company website
- Use of March of Dimes logo (with approval)

### Day-of Event

- Tickets for one table (up to 10 guests) for your guests to enjoy the event
- Logo/name recognition as Silver Sponsor in the event program and any event signage
- Verbal and logo recognition included in day-of presentation
- Opportunity to give a "welcome or final address" to guests. Limited time messaging to be approved by March of Dimes
- Goody bags / product in goody bags

### POST-EVENT

- Campaign Local Impact – virtual event to thank all participants
  - Post event thank you email recognizing chefs and sponsors

# PARTNER RECOGNITION

As a sponsor of Signature Chef's, your company will receive the following benefits throughout the campaign:

## **BRONZE—\$5,000+**

### **Pre-Event**

- Campaign Virtual Kickoff - virtual event held prior to host events.
  - Verbal and logo recognition included in day-of presentation
- Pre-event marketing pieces featuring your company as a Bronze Sponsor with listing on:
  - Digital event invitations
- Use of March of Dimes logo (with approval)

### **Day-of Event**

- Tickets for one table (up to 10 guests) for your guests to enjoy the event
- Logo/name recognition as Bronze Sponsor in the event program
- Logo recognition included in day-of presentation

### **Post-Event**

- Campaign Local Impact – virtual event to thank all participants
  - Post event thank you email recognizing chefs and sponsors

# OTHER PARTNERSHIP OPPORTUNITIES

## FUND THE MISSION GIFT

Gifts are 100% tax-deductible.

Verbal recognition during the Fund the Mission portion of the event.

## MATCHING GIFT

- Matching gifts are 100% tax-deductible gift that will be used to match other donations made during the campaign.
- Opportunity includes onscreen logo inclusion and verbal recognition during presentation.

\*Additional night-of activation opportunities

- Valet Sponsor
- Stage Sponsor
- Silent Auction Sponsor
- Bid Paddle Sponsor
- Fund the Mission Sponsor
- VIP Reception Sponsor
- Photo Booth Sponsor
- Matching Gift Sponsor (for FTM)
- Bar Sponsor with signature cocktail



# 2022 SPONSORSHIP COMMITMENT

## SIGNATURE CHEF'S – CINCINNATI MUSIC HALL

Company name/donor

Please indicate how you wish to be listed on printed materials

Primary contact

Address

City  
code

State

ZIP

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 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 (To make a payment via credit card please call March of Dimes Customer Service at 1-888-663-4637)
- ☐ Please send an invoice to the address above for our commitment.

### Please send payment to our Centralized Accounts Team:

March of Dimes  
Donation Processing Center  
PO Box 18819  
Atlanta, GA 3112

### Questions or details about the event contact:

Jill Donnelly  
[LDonnelly@marchofdimes.org](mailto:LDonnelly@marchofdimes.org)  
[513-235-7201](tel:513-235-7201)

*\*Please email a copy of this completed form to the email above.*