



# **SIGNATURE CHEFS AUCTION**

## **SPONSORSHIP PROPOSAL**

OCTOBER 28, 2019  
6:30 PM

The Mansion at Oyster Bay  
One Southwoods Road  
Woodbury, NY 11797



# 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.



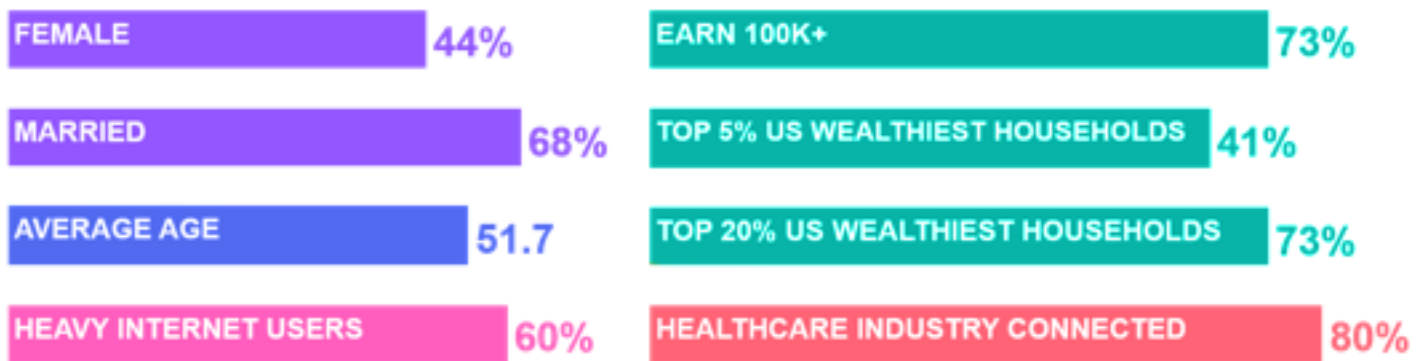
# ABOUT SIGNATURE CHEFS AUCTION

The March of Dimes 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 March of Dimes.



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, objectives and target audience in your area, and even across the country. Together we can reach key audiences in your community.

## Demographic Appeal (nationwide)



## **PRESENTING SPONSOR—\$15,000**

The Presenting Sponsor is highlighted as main event partner leading up to and throughout the entire event.

### **Pre-event**

- All pre-event marketing will feature “March of Dimes Signature Chefs Auction, Presented by: company Name
- Recognition as Presenting Sponsor in public relations and media efforts pertaining to Signature Chefs Auction
- Presenting Sponsor featured with logo/name recognition in event promotion, including:
  - Digital invitations
  - Geo-targeted social media (Facebook and Twitter)
  - Geo-targeted event emails
  - Event website with link to company site
- Use of marks and logo in mutually agreed co-branded custom promotion for Signature Chefs Auction
- Opportunity to join the Signature Chefs Auction Planning Committee

### **Night of event**

- 2 Tables of 14
- Verbal recognition as Presenting Sponsor from stage
- Opportunity to welcome guests from stage
- Logo recognition as Presenting Sponsor on event signage
- Name recognition as Presenting Sponsor in Digital Journal and Digital Program Book
- Full Page ad in Digital Journal and additional slide if desired
- VIP visit for you and your guests from a Signature Chef

## **PLATINUM SPONSOR—\$10,000**

### **Pre-event**

- Pre-event marketing will feature your company as a Platinum Sponsor with logo/listing on:
  - Digital invitations
  - Geo-targeted social media (Facebook and Twitter)
  - Geo-targeted event emails
  - Event website with link to company site
- Use of marks and logo in mutually agreed co-branded custom promotion for Signature Chefs Auction
- Opportunity to join the Signature Chefs Auction Planning Committee

### **Night of event**

- 2 Tables of 14
- Logo recognition as Platinum Sponsor on event signage
- Verbal recognition as Platinum Sponsor from stage
- Name recognition as Platinum Sponsor in Digital Journal and Digital Program Book
- Full Page ad in Digital Journal
- VIP visit for you and your guests from a Signature Chef

## **GOLD SPONSOR—\$6,000**

### **Pre-event**

- Pre-event marketing pieces will feature your company as a Gold Sponsor with logo/listing on:
  - Digital invitations
  - Geo-targeted social media (Facebook and Twitter)
  - Geo-targeted event emails
  - Event website with link to company site
- Use of March of Dimes logo with approval
- Opportunity to join the Signature Chefs Auction Planning Committee

### **Night of event**

- 1 Table of (14)
- Logo recognition on event signage
- Verbal recognition from stage
- Name recognition as Gold Sponsor in Digital Journal and Digital Program Book
- Half-page ad in the Digital Journal
- VIP visit for you and your guests from a Signature Chef

## **SILVER SPONSOR —\$3,500**

- 1 Table of 14 reserved
- Sponsor recognition from stage
- Half page ad in Digital Journal
- Name recognition as Silver Sponsor in Digital Journal and Digital Program Book
- Opportunity to join the Signature Chefs Auction Planning Committee

## **BRONZE SPONSOR—\$2,500**

- 10 tickets
- Sponsor recognition from stage
- Name recognition as Bronze Sponsor in Digital Journal and Digital Program Book
- Opportunity to join the Signature Chefs Auction Planning Committee



# 2019 SPONSORSHIP COMMITMENT

## SIGNATURE CHEFS AUCTION

The Mansion at Oyster Bay, One Southwoods Road, Woodbury, NY

Company name/donor

Please indicate how you wish to be listed on materials

Primary contact

Address

City

State

ZIP code

Phone

Email

Alternate contact person

Email

- ☐ YES, we will support March of Dimes as a Sponsor in the amount of \$ \_\_\_\_\_ .
- ☐ I am unable to attend, but would like to make a 100% tax-deductible "Fund the Mission" gift of \$ \_\_\_\_\_ .

### ***Digital Journal Specifications***

***Please send JPEG or PNG files with 300 DPI or higher resolution***

☐ **Full Screen Digital Ad - 13.33" w x 7.5" h**  
(30 second hold/4 exposures per loop)

☐ **Half Screen Digital Ad - 6.66" w x 7.5" h**  
(15 second hold/2 exposures per loop)

☐ **Quarter Page Digital Ad - 6.66" w x 3.75" h**  
(15 second hold/1 exposure per loop)

***Resolution for all Ads: 300 DPI or higher***

Signature of primary contact \_\_\_\_\_ Date \_\_\_\_\_

(My signature indicates authorization to make this commitment on behalf of my company.)

### **Payment options (due before September 27, 2019):**

- ☐ Check enclosed payable to March of Dimes (mail to address below)
- ☐ To pay online: <http://www.signaturechefs.org/event/longisland>
- ☐ Credit card payments by phone: 516-628-6269

**Victoria Cella, [516-628-6269](tel:516-628-6269), [vcella@marchofdimes.org](mailto:vcella@marchofdimes.org)**

March of Dimes, 515 Madison Avenue, 20th floor, New York, NY 10022