

# THE FARMER & THE CHEF

*This event is a fundraiser for the March of Dimes, with proceeds going directly to the March of Dimes.*

*The premise of this event is simple - pair local farmers with local chefs. Not only is this an exciting fundraiser for the March of Dimes, it's also a way to create sustainable relationships between local farmers and chefs.*

*Reinforcing the movement that eating healthy is extremely important to the March of Dimes, furthering our mission of promoting healthy eating for pregnant women.*

*With Agriculture being such an important industry in Mississippi, it is vital that we support our local farmers as well as make sure that all Mississippians know they can buy fresh, local produce right here - literally in our own back yard.*

*The Farmer and the Chef will feature local farmers who will provide local chefs with their product in order to prepare a four course meal to all event attendees.*

*November 3, 2016 ~ Golden Nugget Casino*

# PRESENTING SPONSOR

## *Pre-Event Marketing • Integrated Branding of Your Company*

- ❖ All pre-event marketing pieces featuring “March of Dimes The Farmer and The Chef, presented by [your company].”
- ❖ Corporate logo and listing as Presenting Sponsor featured on event promotional pieces, including but not limited to:
  - Event social media announcements (Facebook and Twitter)
  - Event emails
  - Event press releases
  - Event media: print, radio, and television
- ❖ March of Dimes website with link to company website
- ❖ CEO letter on March of Dimes website
- ❖ Use of corporate logo in mutually agreed co-branded custom promotion for The Farmer and the Chef (March of Dimes final approval)

## *At the Event Marketing*

- ❖ Full-page, 4-color ad in The Farmer and the Chef event program (inside or back cover)
- ❖ Corporate logo featured as Presenting Sponsor in event program
- ❖ Corporate logo featured as Presenting Sponsor on event signage and PowerPoint
- ❖ Opportunity to give a “welcome address” to guests at event from stage (or emcee to give message on your behalf). Messaging to be approved by March of Dimes.
- ❖ Verbal recognition as Presenting Sponsor from stage at event
- ❖ CEO letter in event program

*continued...*

# PRESENTING SPONSOR

## CONTINUED

### *Client Entertainment and Amenities*

- ❖ Two (2) tables of ten with VIP placement at the event
- ❖ Two (2) bottles of premium wine at your table exclusively for you and your guests
- ❖ Lead chef to visit your table

### *Unique Opportunities for in-depth Event Involvement*

- ❖ Industry Exclusivity
- ❖ Opportunity to serve on event committee
- ❖ Opportunity to provide a product as a gift to all event attendees
- ❖ Opportunity to provide and present gifts to the chefs at the event
- ❖ Opportunity to feature a Live Auction item (*minimum value of \$2,500*) increasing your visibility at the event. (examples: participation in your company's golf tournament or dinner with your company's CEO). This may be bundled with another Live Auction package.
- ❖ As a Presenting Sponsor of our event, your company will get additional sponsor recognition by choosing an activation piece decided upon jointly between your company and March of Dimes staff.

*\$10,000 investment*

# PLATINUM SPONSOR

As a Platinum Sponsor of our event, your company will receive an additional marketing opportunity by choosing one of the following venue areas to sponsor:

*Registration • Stage/Music • Event Bar • Checkout*

**Exclusivity:** Additional opportunity is based on a first-confirmed sponsor, first-choice 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 Marketing - Integrated Branding of Your Company*

- ❖ Pre-event marketing pieces featuring your company as Platinum Sponsor featured on event promotion pieces, including but not limited to:
  - Event social media announcements (Facebook and Twitter)
  - Event emails
  - Event press releases
  - Event print ads
- ❖ Corporate logo featured on event signage and PowerPoint
- ❖ March of Dimes website with link to your company's website
- ❖ Use of corporate logo in mutually agreed co-branded custom promotion for The Farmer and the Chef (March of Dimes final approval)

## *At the Event Marketing*

- ❖ Half-page, 4-color ad in the event program
- ❖ Corporate logo featured in event program
- ❖ Corporate logo featured on event signage and media screens
- ❖ Verbal recognition from stage at event

# PLATINUM SPONSOR

## CONTINUED

### *Client Entertainment and Amenities*

- ❖ One (1) table of ten with VIP placement at the event

### *Unique Opportunities for In-depth Event Involvement*

- ❖ Opportunity to feature a Live Auction item with a value minimum of \$2,500, increasing your visibility at the event. (examples: participation in your company's golf tournament or dinner with your company's CEO). This may be bundled with another Live Auction package.
- ❖ Opportunity to give a gift to all attendees
- ❖ Opportunity to serve on event committee

*\$7,500 investment*

# GOLD SPONSOR

## *Pre-Event Marketing • Integrated Branding of Your Company*

- ❖ Pre-event marketing pieces featuring your company as a Gold Sponsor including but not limited to:
  - Event social media announcements (Facebook and Twitter)
  - Event emails
  - Event signage
- ❖ Use of March of Dimes/The Farmer and the Chef logo (with approval)

## *At the Event Marketing*

- ❖ Corporate logo and half page black and white ad featured in event program
- ❖ Company name listed as a Gold sponsor on event signage
- ❖ Verbal recognition from stage at event

## *Client Entertainment and Amenities*

- ❖ One (1) table of ten at the event

## *Unique Opportunities for In-depth Event Involvement*

- ❖ Opportunity to sponsor a Chef's course at our The Farmer and the Chef event
- ❖ Should unique marketing opportunities arise with your particular chef, your company will be mentioned as his/her course sponsor
- ❖ Opportunity to serve on event committee

*\$5,000 investment*

# SILVER SPONSOR

## Pre- Event Marketing

- ❖ Pre-event marketing pieces featuring your company as a Silver sponsor with listing on:
  - Event social media announcements (Facebook and Twitter)
  - Event emails
- ❖ Use of March of Dimes/The Farmer and the Chef logo (with approval)

## At the Event Marketing

- ❖ Corporate logo featured in event program
- ❖ Company name listed as a Silver sponsor on event signage and media screens

## Client Entertainment and Amenities

- ❖ One (1) table of ten at the event

## Unique Opportunities

- ❖ Opportunity to serve on event committee

*\$3,000 investment*

# BRONZE SPONSOR

## Pre- Event Marketing

- ❖ Pre-event marketing pieces featuring your company as a Bronze Sponsor with listing on:
  - Event social media announcements (Facebook and Twitter)
- ❖ Use of March of Dimes/The Farmer and the Chef logo (with approval)

## At the Event Marketing

- ❖ Company name listed as a Bronze Sponsor on event signage and media screens

## Client Entertainment and Amenities

- ❖ Secured table of ten (10) at our The Farmer and the Chef event

## Unique Opportunities for In-depth Event Involvement

- ❖ Opportunity to serve on event committee

*\$1,500 investment*

# THE FARMER & THE CHEF SPONSORSHIP COMMITMENT FORM

\_\_\_\_\_

company name/donor

primary contact

\_\_\_\_\_

address

city/state

zip code

\_\_\_\_\_

phone

email

\_\_\_\_\_

additional contact person

phone

email

**YES**, we will support the March of Dimes Farmer and the Chef, as a  
 Presenting  Platinum  Gold  Silver  Bronze sponsor  
in the amount of \$\_\_\_\_\_.

\_\_\_\_\_

signature of primary contact

date

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

- YES**, you may list my/our name in press releases, annual reports, and/or internal publications as The Farmer and the Chef contributor.

Please publish my/our name as: \_\_\_\_\_

- NO**, I/we prefer the support remains anonymous. Please do not publish the name.

### payment options:

- check enclosed (payable to March of Dimes)

- credit card - please check card that applies:  visa  mastercard  american express  discover

\_\_\_\_\_

credit card #

expiration date

name as it appears on card

\_\_\_\_\_

signature

Tax ID# 13-1836466

### Please mail original form to:

March of Dimes ▪ 1092 Acadian Drive, Suite 1 ▪ Gulfport, MS ▪ 39507

Phone: 228.206.3429 ▪ [japarker@marchofdimes.org](mailto:japarker@marchofdimes.org)