



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.

Gold Sponsor - \$5,000

This special sponsorship level includes the integration of your company with one of our participating chefs or chance to sponsor the mystery ingredient for the celebrity chef/iron chef portion of the evening. This creates a very unique and exclusive opportunity.

When you sponsor one of our signature chefs or the celebrity chef (if available), you and your guests receive unique VIP visit from a chef at the event, plus you receive pre-event marketing benefits and night of event recognition.

Exclusivity: Choice of chef or mystery ingredient for celebrity chef/iron chef to sponsor is based on first-confirmed sponsor, first-choice of chef to sponsor. The date your signed sponsorship contract is received puts you in line for choosing your chef to sponsor once all chefs are confirmed.

Pre-Event Marketing – Integrated branding of your company

- Pre-event marketing pieces featuring your company as a Gold Sponsor with listing on:
 - Event invitations
 - Event social media announcements centered on the chef announcements (Facebook and Twitter)
 - Event emails
 - Event print ads (if applicable)
- Use of March of Dimes/Signature Chefs Auction logo (with approval)

Pre-Event Activities

- Participation in Preview Party
 - Corporate logo as Gold Sponsor featured on event promotion pieces, including but not limited to:
 - Event invitation
 - Event signage
 - Event PowerPoint
 - Opportunity to invite attendees



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Partnership Opportunities - continued Gold Sponsor - \$5,000

Client Entertainment and Amenities

- One (1) table of ten for the dinner/dessert and live auction
- Four (4) invitations to Preview party
- Your sponsored Signature Chef will visit your table at the start of the dinner/dessert and live auction

At the Event Marketing

- Half-page, color ad in the event attendee program
- Corporate logo on chosen chef's table sign or mystery ingredient area
- Corporate logo featured in event program page for the chef you are sponsoring
- Company logo listed as a gold sponsor on event signage and media screens
- Verbal recognition from stage at event

Unique opportunities for in-depth event involvement

- Opportunity to provide enhancements to your sponsored chefs Live Auction package increasing your visibility at the event (example; use of company's private jet, use of company's suite to professional sports events)
- Opportunity to provide silent auction package (value minimum of \$500)
- Opportunity to present a gift to your sponsored chef – *to be approved by the March of Dimes*
- Opportunity to serve on event committee
- Healthy Babies Healthy Business
- Sponsor benefit summary 60 days post event



A FIGHTING CHANCE FOR EVERY BABY™

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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 Gold Sponsor for \$5,000. 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

☐ Please invoice us, we will pay our
pledge:
__Upon receipt of invoice
__Monthly

Account Number:

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
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.