



A FIGHTING CHANCE FOR EVERY BABY™



Signature *Chefs* Auction®

# Sponsorship Opportunities

October 23, 2017

Crest Hollow Country Club

8325 Jericho Turnpike

Woodbury, NY 11797

# The March of Dimes CARES

The mission of the March of Dimes is to improve the health of babies by preventing birth defects, premature birth and infant mortality. We carry out this mission in a variety of ways.



## COMMUNITY

Our programs help moms-to-be in the United States have full-term pregnancies and healthy babies.



## ADVOCACY

We advocate for legislation, services and programs that help moms in the United States get care and services to improve their health and the health of their babies.



## RESEARCH

We research the serious problems that threaten our babies and work on treating and preventing them.



## EDUCATION

From preconception health classes for families-to-be to continuing education for nurses, in every conceivable media, the March of Dimes provides resources to improve maternal and child health.



## SUPPORT

Through our online community and in hospitals in the United States, we offer comfort and information to families with a newborn in intensive care.

You can play a vital role in helping us find solutions to combat prematurity and birth defects. We're making breakthroughs to improve the health of moms and babies, and together, we can save billions of dollars and tens of thousands of lives.

## Annually in the United States:

- Nearly 4 million babies are born, and about 380,000 of those are preterm.
- 120,000 babies come into this world with a birth defect.
- Almost 23,500 babies die before reaching their first birthday.
- The societal cost of premature birth is \$26.2 billion.

## In the last year:

- We funded research grants totaling nearly \$24 million.
- We invested \$5.56 million in maternal and child health community grants.
- More than 90,000 families with a newborn in intensive care were offered comfort and information through NICU Family Support®.
- 15,700 babies received lifesaving surfactant therapy, developed by March of Dimes researchers.

### 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.  
MOD investment—research and community grants funded in 2016.

# About Signature Chefs Auction

The March of Dimes Signature Chefs Auction, a premier fundraising event, 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 the March of Dimes. Signature Chefs Auctions take place in more than 180 markets across the country and raised more than \$25 million in 2016.



We invite you to discuss the variety of sponsorship options available for Signature Chefs Auction, to help you reach an active and engaged audience. By working with the March of Dimes, you can create a program that meets your goals and objectives and together we can reach key audiences in our community.

## National Demographic Appeal

**FEMALE** 44%

**MARRIED** 68%

**AVERAGE AGE** 51.7

**HEAVY INTERNET USERS** 60%

**EARN 100K+** 73%

**TOP 5% US WEALTHIEST HOUSEHOLDS** 41%

**TOP 20% US WEALTHIEST HOUSEHOLDS** 73%

# 2017 Sponsorship Commitment Form

## Signature Chefs Auction

Company name/donor

Please indicate how you wish to be listed on printed materials

Primary contact

Address

City

State

ZIP Code

Phone

Fax

Email

Alternate contact person

Fax

Email

☐ YES, we will support the March of Dimes, as a sponsor or advertiser in the amount of \$ \_\_\_\_\_.

☐ YES, I would like to make a 100% tax deductible Fund the Mission 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

Credit card number

Expiration date

Security Code

Name as it appears on card

Billing Address (if different from above)

Signature of card holder

### Please mail original form to:

March of Dimes • 325 Crossways Park Dr. • Woodbury, NY • 11797

Phone 516-628-6269 • Email [vcella@marchofdimes.org](mailto:vcella@marchofdimes.org)

Authorized March of Dimes signature

Date

# 2017 Sponsorship Opportunities

March of Dimes invites you to support the Signature Chefs Auction. This tasteful affair provides a unique opportunity to co-brand your company with the vital efforts of the March of Dimes to give every baby a fighting chance. Guests will be participants in an evening of culinary masterpieces, provided by premier local chefs, and exceptional auction packages.

## Presenting Sponsor - \$15,000

### Pre-Event Benefits

- All pre-event marketing pieces featuring, “March of Dimes Signature Chefs Auction, presented by [your company name]”
- Recognition as Presenting Sponsor in all public relations and media efforts pertaining to the 2017 Signature Chefs Auction
- Logo/name recognition as Presenting Sponsor featured on event promotional pieces, including but not limited to:
  - Save-the-date
  - Invitation
  - Emails
  - Social media announcements
  - Website with reciprocal link
- Use of marks and logo in mutually agreed co-branded custom promotion for Signature Chefs Auction (subject to March of Dimes final approval)

### Event Benefits

- Logo/name recognition featured on attendee bid cards for use during Live Auction
- Sponsorship of one of the Signature Chefs, including a VIP experience with the chef for your guests at the event
  - Logo/name recognition on sponsored Chef’s table sign
  - Logo/name recognition featured in program on sponsored Chef’s page
- Full-page ad in the program (inside or back cover)
- Logo/name recognition as Presenting Sponsor in the program
- Logo/name recognition as Presenting Sponsor on signage
- Logo/name recognition on media screens (sponsor recognition slide)
- Verbal recognition as Presenting Sponsor from stage

### Entertainment and Amenities

- Three (3) tables of ten, with VIP placement

# Platinum Sponsor -\$10,000

## Pre-Event Benefits

- Logo/name recognition as Platinum Sponsor featured on event promotional pieces, including but not limited to:
  - Public relations and media efforts pertaining to the 2017 Signature Chefs Auction
  - Invitations
  - Emails
  - Social media announcements
  - Website with reciprocal link
- Use of marks and logo in mutually agreed co-branded custom promotion for Signature Chefs Auction (subject to March of Dimes final approval)

## Event Benefits

- Custom benefit with integrated branding opportunities, designed collaboratively with March of Dimes and your company, such as:
  - **Registration**  
Sponsorship of one of the Signature Chefs, including a VIP experience with the Chef for your guests at the event Logo/name recognition on sponsored Chef's table sign
  - Logo/name recognition featured in program on sponsored Chef's page
- Full-page ad in the program
- Logo/name recognition as Platinum Sponsor in the program
- Logo/name recognition as Platinum Sponsor on signage
- Logo/name recognition as Platinum Sponsor on media screens (sponsor recognition slide)
- Verbal recognition as Platinum Sponsor from stage

## Entertainment and Amenities

- Two (2) table of ten with VIP placement

## • Gold Sponsor - \$5,000

### Pre-Event Benefits

- Logo/name recognition as Gold Sponsor featured on event promotional pieces, including but not limited to:
  - Invitations
  - Emails
  - Social media announcements

### Event Benefits

- Sponsorship of one of the Signature Chefs, including a VIP experience with the Chef for your guests at the event
  - Logo/name recognition on sponsored Chef's table sign
  - Logo/name recognition featured in program on sponsored Chef's page
- Half-page ad in the program
- Logo/name recognition as Gold Sponsor in the program
- Logo/name recognition listed as Gold Sponsor on signage
- Logo/name recognition as Gold Sponsor on media screens (sponsor recognition slide)
- Verbal recognition as Gold Sponsor from stage

### Entertainment and Amenities

- One (1) table of ten with VIP placement

## Silver Sponsor - \$3000

### Pre-Event Benefits

- Name recognition as Silver Sponsor on event promotional pieces, including but not limited to:
  - Emails
  - Social media announcements
- Use of March of Dimes/Signature Chefs Auction logo (with approval)

### Event Benefits

- Quarter-page ad in the program
- Name recognition as Silver Sponsor in the program
- Name recognition as Silver Sponsor on signage
- Name recognition as Silver Sponsor on media screens (sponsor recognition slide)
- Verbal recognition as Silver sponsor from stage

### Entertainment and Amenities

- One (1) table of ten with VIP placement

## Bronze Sponsor - \$2,500

### Event Benefits

- Name recognition as Bronze Sponsor in the program
- Name recognition as Bronze Sponsor on signage
- Name recognition as Bronze Sponsor on media screens (sponsor recognition slide)

### Client Entertainment and Amenities

- Half (1/2) table of ten

## Program Ads - \$250 - \$1,500

Back Cover,	\$1,500
Full Page,	\$1,000
Half Page,	\$ 500
Listing,	\$ 250

## Fund the Mission Donation

Premature birth is the leading cause of death in children under 5, worldwide. In addition to, or in lieu of a sponsorship contribution, a 100% tax-deductible donation can be made to support the work of March of Dimes. With a donation, you can help fight premature birth through March of Dimes-funded research and education programs. Companies have the opportunity to provide a donation that can serve as a Leadership or Matching Gift, both offering company recognition and visibility in your alignment with our important mission.

Donors to the mission giving moment will be celebrated for their commitment to the March of Dimes and recognized for energizing the room and inciting the giving.