



## FIELDS FAMILY LEGACY AWARD

The March of Dimes Chicago Market is pleased to honor The Kernan Family as the 2021 Fields Family Legacy Award recipient.

Established in 2017, the award was named in honor of long-time March of Dimes supporters, Dan and Amy Fields, and their family. The spirit of the award is to celebrate an ideal partner who has exemplified outstanding generosity, leadership, and dedication to the mission of March of Dimes.

Pat and Jenny Kernan are long-time March of Dimes supporters. They became involved in 2006 as a way to celebrate and honor their children.

In 2005, their twins, Dylan and Kayla, were born at just 24 weeks weighing less than two pounds each. They endured countless surgeries, procedures and tests. Sadly, Dylan lost his battle after 7 weeks in the NICU.

Pat and Jenny managed their grief, while continuing to stay by Kayla's bedside. After 134 days in the NICU, Kayla was finally released to go home, where she continued to thrive with no long-term health complications. They completed their family when they welcomed their son, Connor, in 2008.

Over the years, they have participated in countless events and campaigns, including Signature Chefs Auction, Sports Awards, First Look for Charity, and March for Babies.

Most notably, they have served as vocal advocates for the March of Dimes mission by leading their March for Babies team, Team Kernan, for the last 15 years. Each year, the team draws more than 100 friends and family to Grant Park in downtown Chicago to support the Kernan Family and promote healthy moms and strong babies.

In 2019, Team Kernan hit an incredible milestone of \$1 million raised for March of Dimes!

Both Pat and Jenny serve on the Chicago Market Board of Directors, with Jenny as Recruitment Chair.

The Kernan Family will be honored at the March of Dimes Signature Chefs Auction, which is one of the city's top culinary events. The details are as follows:

Friday, November 5 at 5:30 p.m.  
Radisson Blu Aqua Hotel  
221 North Columbus Drive | Chicago, IL 60601  
[signaturechefs.org/chicago](https://signaturechefs.org/chicago)

We invite you to commemorate this meaningful award by making a gift in honor of The Kernan Family. Please refer to the following pages for sponsorship and Tribute Gift opportunities.



(Left to right) Jenny, Kayla, Pat, and Connor Kernan



# ABOUT MARCH OF DIMES

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 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.

## IN THE UNITED STATES:

- Nearly half a million babies are born prematurely or with birth defects each year
- 1 in 10 babies are born preterm. The rate is highest for black babies followed by Native American and Hispanic babies.
- Every hour 2 babies die.
- Every day 2 women die from pregnancy related causes making the U.S. the most dangerous developed country to give birth.
- In addition to the human toll, the societal cost of premature birth is more than \$25.2 billion per year.

## IN THE LAST YEAR:

- 4,000,000 babies benefited from our research, vaccines, education, advocacy and breakthroughs.
- About 16,000 babies in the U.S. received life-saving surfactant therapy developed with funding from March of Dimes.
- Over 50,000 families benefited from our NICU Family Support program, which aims to improve the NICU experience for families through education and support. Even more received information and comfort through our MY NICU Baby® App and Mi Bebé en la NICU
- Women in more than 20 states received group medical care, prenatal education, childbirth preparation and postpartum care education through our Supportive Pregnancy Care program.
- 2,400+ nurses received in-person professional education and 525 nurses received virtual training.
- We led a coalition of public health, patient and provider organizations to promote reauthorization of the federal Newborn Screening Saves Lives Act and advocated on over 150 state legislative bills.

## COVID-19: The pandemic is putting mom and baby health even more at risk. Your support provides:

- Research for COVID-19 treatments ensuring they are inclusive and safe for pregnant and lactating women.
- Advocating efforts needed to help those families impacted by COVID-19.
- Resources and training for doctors and nurses in the ICU and NICU who are fighting 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.



# SPONSORSHIP OPPORTUNITIES

## PRESENTING- \$50,000

- All pre-event marketing pieces featuring “March of Dimes Signature Chefs Auction, presented by [company name]”
- Recognition as Presenting Sponsor in all public relations and media efforts
- Logo prominently featured on event website, save the date, invitations, and e-mails
- Social media recognition on MOD Facebook and Instagram pages (min. of 3 posts on each)
- Logo prominently featured on event signage, media screens, and program book
- Full-page color ad in event program book (front, inside cover)
- Selection of sponsorship of one Signature Chef with logo recognition on chef’s station sign and chef’s page in program book
- Choice of one underwriting opportunity (see opportunities under Platinum, Gold, and Silver levels)
- Verbal recognition from the stage
- Opportunity for company representative to speak during live program
- Congratulatory ad in electronic tribute journal during *Fields Family Legacy Award* presentation, honoring The Kernan Family, and listing in program book
- Opportunity to distribute branded gift or collateral to event attendees
- Three tables of ten (10) with VIP placement
- Three (3) complimentary hotel rooms the night of the event
- Sponsor video message included in post-event thank you email

## PLATINUM- \$25,000

- Logo featured on event website, save the date, invitations, and emails
- Social media recognition on MOD Facebook and Instagram pages (min. of 2 posts on each)
- Logo prominently featured on event signage, media screens, and program book
- Full-page color ad in event program book
- Selection of sponsorship of one Signature Chef with logo recognition on chef’s station sign and chef’s page in program book
- Choice of one underwriting opportunity: *Auction, Fields Family Legacy Award, Fund the Mission, or Top Chef Award Sponsor*
- Verbal recognition from the stage
- Congratulatory ad in electronic tribute journal during *Fields Family Legacy Award* presentation, honoring The Kernan Family, and listing in program book
- Two (2) tables of ten with VIP placement
- Two (2) complimentary hotel rooms the night of the event

## GOLD- \$15,000

- Logo featured on event website, save the date, invitations, and emails
- Social media recognition on MOD Facebook and Instagram (1 post on each)
- Logo featured on event signage, media screens, and program book
- Half-page color ad in event program book
- Verbal recognition from the stage
- Selection of sponsorship of one Signature Chef with logo recognition on chef’s station sign and chef’s page in program book
- Choice of one underwriting opportunity: *Beverage Station (SOLD), Dessert, Step and Repeat, or Transportation Sponsor*
- Congratulatory ad in electronic tribute journal during *Fields Family Legacy Award* presentation, honoring The Kernan Family, and listing in program book
- Two (2) tables of ten with VIP placement



# SPONSORSHIP OPPORTUNITIES

## SILVER- \$10,000

- Company logo featured on event website, save the date, invitations, and emails
- Logo featured on event signage, media screens, and program book
- Half-page color ad in event program book
- Verbal recognition from stage
- Choice of one underwriting opportunity: *Chef's Station, Coat Check, or Registration Sponsor*
- Congratulatory ad in electronic tribute journal during *Fields Family Legacy Award* presentation, honoring The Kernan Family, and listing in program book
- One (1) table of ten

## BRONZE- \$5,000

- Company name listed on event website
  - Name listed on event signage, media screens, and program book
  - Congratulatory ad in electronic tribute journal during *Fields Family Legacy Award* presentation, honoring The Kernan Family, and listing in program book
  - One (1) table of ten
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## INDIVIDUAL TICKET- \$500

- Admittance for one (1) to the event
- Listing in electronic tribute journal during *Fields Family Legacy Award* presentation, honoring The Kernan Family

# TRIBUTE DONATIONS

A Tribute Donation is a wonderful way to show your appreciation and friendship to our honoree, The Kernan Family, while funding the mission of the March of Dimes. Note, all of the sponsorship levels listed above include an ad or listing in the Electronic Tribute Journal and listing in the program book.

### \$10,000 DIAMOND DONOR

Congratulatory ad in electronic tribute journal  
Diamond Donor listing in program book  
Verbal acknowledgment during honoree presentation  
Full-page ad in event program book

### \$5,000 RUBY DONOR

Congratulatory ad in electronic tribute journal  
Ruby Donor listing in program book  
Verbal acknowledgment during honoree presentation

### \$2,500 EMERALD DONOR

Congratulatory ad in electronic tribute journal  
Emerald Donor listing in program book

### \$1,000 SAPPHIRE DONOR

Listing in electronic tribute journal  
Sapphire Donor listing in program book

### \$500 TRIBUTE DONOR

Listing in electronic tribute journal



# FIELDS FAMILY LEGACY AWARD COMMITMENT FORM

To make a gift in honor of **The Kernan Family**, 2021 Fields Family Legacy Honoree, either as a contribution from your organization or as a personal donation, please complete this form, or contact Katie Nadick at 312-596-4720 or [knadick@marchofdimes.org](mailto:knadick@marchofdimes.org).

## CONTACT INFORMATION

Company name/donor \_\_\_\_\_

Please indicate how you wish you be listed on printed materials \_\_\_\_\_

Primary contact \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

## I would like to support as a(n):

### EVENT SPONSOR

- ☐ Presenting Sponsor (\$50,000)
- ☐ Platinum Sponsor (\$25,000)
- ☐ Gold Sponsor (\$15,000)
- ☐ Silver Sponsor (\$10,000)
- ☐ Bronze Sponsor (\$5,000)

☐ Individual Ticket (\$500) x \_\_\_\_\_

### TRIBUTE DONOR

- ☐ Diamond Donor (\$10,000)
- ☐ Ruby Donor (\$5,000)
- ☐ Emerald Donor (\$2,500)
- ☐ Sapphire Donor (\$1,000)
- ☐ Tribute Donor (\$500)
- ☐ Other Amount \_\_\_\_\_

DEADLINE FOR ADS/NAMES TO APPEAR IN PRINTED PROGRAM BOOKS IS FRIDAY, OCTOBER 15.

## PAYMENT INFORMATION

Payment options (due by October 31):

- ☐ Check enclosed (made payable to March of Dimes)
- ☐ Please send me an invoice
- ☐ Payment made on event website ([signaturechefs.org/chicago](http://signaturechefs.org/chicago))

### Please remit payment to:

March of Dimes- Chicago SCA  
141 West Jackson Blvd., Suite 1875 • Chicago, IL 60604

March of Dimes is a 501(c)3 organization; tax ID #13-1846366.

For more information, please contact Katie Nadick at 312.596.4720 or [knadick@marchofdimes.org](mailto:knadick@marchofdimes.org).