



## Albuquerque Corporate Sponsorship Levels

*Thursday September 29<sup>th</sup>, 2016 Hotel Albuquerque*

The March of Dimes annual Signature Chefs Auction provides your company with a unique cause marketing opportunity to co-brand your company with the vital mission of the March of Dimes. Your company will shine in the eyes of 220 affluent society 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.

### ***Presenting Sponsor \$10,000***

The Presenting Sponsor has an all access pass to the chefs, vintners, socialites and professionals leading up to and at the event. Take advantage of these unique and prestigious activation opportunities to highlight your company as an integrated partner with March of Dimes throughout the entire event:

*"The March of Dimes Signature Chefs Auction, presented by Your Company"*

#### **Pre-Event Marketing – integrated branding of your company**

- All pre-event marketing pieces featuring "March of Dimes Signature Chefs Auction, presented by Your Company"
- Co-branded on print/ radio promotional ads or mentions
- Corporate logo or listing as Presenting Sponsor featured on event promotion pieces, including but not limited to:
  - Save the Date cards, Event invitations, social media, e-mail, press releases and media kits
- Use of marks and logo in mutually agreed upon co-branded custom promotion for Signature Chefs Auction. (March of Dimes final approval)

#### **At the Event Marketing**

- Full-page, ad and Presenting Sponsor log placement in the event program.
- Corporate logo featured as Presenting Sponsor on event signage and media screens
- Corporate logo exclusively featured on attendees' bid cards
- Opportunity to provide speaker to deliver welcome remarks from the stage. Timing and messaging to be approved by March of Dimes.
- Verbal recognition as Presenting Sponsor from stage at event

#### **Client Entertainment and Amenities**

- Twenty (20) invitations to VIP party
- Two (2) tables of ten with VIP placement at the event
- Lead chef to visit your table(s)
- Premium wine at your table. Quantity pending vintner participation at event.
- Night of Event Room for 2 at Hotel Albuquerque

### **Unique opportunities for in-depth event involvement**

- Opportunity to host a "Preview Party"
- Experiential opportunity with a chef on day of event, pending chef approval
- 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.
- Opportunity to provide a product or premium as a gift to all event attendees.

## **Gold Sponsor \$5000**

### **Pre-Event Marketing – integrated branding of your company**

- All pre-event marketing pieces featuring "March of Dimes Signature Chefs Auction, presented by Your Company"
- Corporate logo or listing as Platinum Sponsor featured on event promotion pieces, including but not limited to:
  - Event invitations, social media, e-mail, press releases and media kits
- Use of marks and logo in mutually agreed upon co-branded custom promotion for Signature Chefs Auction. (March of Dimes final approval)

### **At the Event Marketing**

- Half Page ad in the event program
- Corporate logo in the event program
- Corporate logo on event signage and media screens
- Verbal recognition as Platinum Sponsor from stage at event

### **Client Entertainment and Amenities**

- Ten (10) invitations to VIP party
- One (1) table of ten with preferred placement at the event
- Lead chef to visit your table

### **Unique opportunities for in-depth event involvement**

- Opportunity to host a "Preview Party"
- Experiential opportunity with a chef on day of event, pending chef approval
- 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.
- Opportunity to provide a product or premium as a gift to all event attendees

## **Silver Sponsor \$2500**

### **At the Event Marketing**

- Company listed in the event program
- Company listed on event signage and media screens
- Verbal recognition as Gold Sponsor from stage at event

### Client Entertainment and Amenities

- One (1) table of ten with premier seating at the event
- Lead chef to visit your table

### Unique opportunities for in-depth event involvement

- Opportunity to serve on event host committee
- Opportunity to host a "Preview Party"
- 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, dinner with your company's CEO)

*Please note: Table assignments are made based on level of sponsorship and date of commitment.*

*Print deadline for sponsor recognition for all printed materials is August 20<sup>th</sup>, 2016.*

*Table guest list is required two weeks prior to event date.*

## 2016 Sponsorship Agreement

### Albuquerque Signature Chefs Auction

**Thursday September 29th, Hotel Albuquerque**

All correspondence sent to name below unless otherwise specified. Please list your name/company EXACTLY as it should appear in all printed materials.

Company/Foundation/Individual \_\_\_\_\_

Contact Name: \_\_\_\_\_ Email Address: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_ Phone #: \_\_\_\_\_

#### PLEASE RESERVE:

\_\_\_\_\_ \$10,000 Presenting Sponsor

\_\_\_\_\_ \$5,000 Gold Sponsor

\_\_\_\_\_ \$2,500 Silver Sponsor

\_\_\_\_\_ \$1,500 Table

\$\_\_\_\_\_ \*Fund the Mission Gift

*\*A gift for the stated amount above is enclosed to fund the March of Dimes mission. I understand the gift is a 100% tax-deductible donation, and there are no associated sponsor benefits.*

**PLEASE MAKE ALL CHECKS PAYABLE TO MARCH OF DIMES  
OR SELECT ONE OF THE FOLLOWING:**

\_\_\_\_\_ CREDIT CARD

\_\_\_\_\_ SEND INVOICE

Name on Card: \_\_\_\_\_

Card Number: \_\_\_\_\_ Exp. Date \_\_\_\_\_ Security Code \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Thank you for your consideration!

\*Please fax or email to:

Lori Medik

March of Dimes

New Mexico Chapter

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