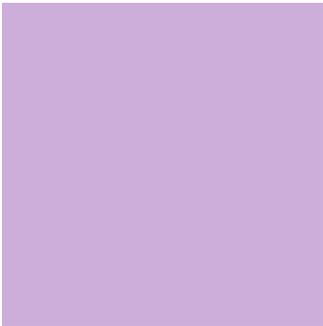


Partnership Opportunities For:

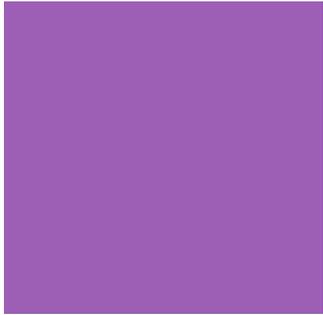
Event Chairs:
Herb & Patty
Stratton
Abacus Technology



Revenue Chair:
Dan Pierron
Wideman, Malek, PL



Fund The
Mission Chairs:
Bill & Vicki
Orndorf
Merrill Lynch



Mission Chair:
Sue Bowles

A FIGHTING CHANCE FOR EVERY BABY



The March of Dimes 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 240 affluent society members and business professionals who come to support our mission while enjoying an evening of fine cuisine created by top chefs, flowing wine, spirits and exclusive, exciting custom-created auction packages.



For 75 years the March of Dimes has been helping ALL babies through research, education, vaccines and breakthroughs.

Your generous support and participation link us to a common goal of making sure all babies are born healthy.

An evening to support our tiniest Floridians

March of Dimes Brand

94% name recognition among the general population

#2 recognized major health charity

#1 recognized major health charity by moms

One in four moms name March of Dimes first

95% of moms know the March of Dimes

One of America's first (1938), best-loved and most respected nonprofit organizations

1 in 10
Babies are born
premature



Signature Chefs Benefits

Increases brand recognition

Creates awareness and visibility

Connects business and philanthropic objectives

Provides client hospitality opportunity

Establishes leadership among local icons, both civic and professional



WHY Signature Chefs



55% female, 45% male

High income: 45% with household income over \$100,000

Well-educated: 87% college graduates, 36% with post-graduate education

Baby Boomers and GenX-ers: 57% 30-49 years old, 21% 50-59



Frequent restaurant goers: Eat dinner out an average of 10+ times per month

Average 2 cars per household; most of which are luxury cars

Charitable – 68% see themselves as involved with or support charities

Attendees Demographics



Sponsorship Levels

	Underwriting Opportunities			Sponsorship Opportunities	
	Presenting Sponsor \$20,000	Beverage Station, Fund the Mission, Registration, Live Auction \$10,000	Chef/Gold Sponsor \$7,500	Silver Sponsor \$5,000	Bronze Sponsor \$2,500
Pre-Event Benefits					
Inclusion in social media	4 posts	3 posts	2 posts	1 post	1 post
Inclusion on event invitations	logo & name	logo & name	name	name	name
Inclusion in donated print media (if available)	logo & name	name	name	name	
Listing on event website	logo & link	logo & link	logo & link		
Inclusion in event email promotions	logo	logo	Logo	name	
Inclusion in donated radio advertising	name	name			
Inclusion on save the dates	logo & name	name			
Use of March of Dime logo in co-branding opportunity	•				
Pre-Event Parties	10 guests	8 guests	6 guests	4 guest	2 guests
Sponsor specific press release	•				
Night of Benefits					
Seating at event	Front row VIP seating for 20 guests	Premier VIP Seating for 10 guests	Premier VIP seating for 10 guests	Premium seating for 10 guests	Premium Seating for 10 guests
Table signage	•	•	•	•	•
Inclusion in event program	logo & name	logo & name	logo & name	name	name
Inclusion on event screens	logo & name	logo & name	logo & name	name	name
Visual on-screen recognition during sponsor presentation	logo & name	logo & name	name	name	
VIP experience, including concierge service at your table	•	•	•		
Event Program ad size (B/W)...Provided by Sponsor	full page	1/2 page	1/2 page	1/2 page	
Exclusive naming opportunity & signage as	Presenting Sponsor	In your area of choice*	Chef of your choice**		
Verbal recognition during evening's presentation	•	•			
Opportunity to welcome attendees from the stage	•				
Recognition on Chefs Posters	logo				
Opportunity for personalized letter in Event Program	•				

Beverage Sponsor: signage at bars, logo on bar cocktail napkins, opportunity for Signature Drink.

Fund the Mission Sponsor: onscreen logo inclusion and verbal recognition from stage during Fund the Mission segment, company inclusion in Fund the Mission donor thank you cards.

Registration Area: Recognition at Registration Area on all (logo where available), opportunity to provided branded gift bag to Guests.

Live Auction: Your Logo on Bidder Cards & on Auction Item preview on event slides.

***Chef Sponsor:* logo placement near your Chef in event program, recognition at your Chef's station during event.



Signature Chefs Auction Partnership Agreement

Name (to be listed in print materials) _____

Address _____ City, State, Zip _____

Contact (for table information): _____ Phone _____

Email _____

Please select your partnership level

- | | |
|---|----------|
| <input type="checkbox"/> Presenting Sponsor | \$20,000 |
| <input type="checkbox"/> Platinum Sponsor | \$10,000 |
| <input type="checkbox"/> Gold Sponsor | \$7,500 |
| <input type="checkbox"/> Silver Sponsor | \$5,000 |
| <input type="checkbox"/> Bronze Sponsor | \$2,500 |

Payment Options

- Enclosed is my check payable to the March of Dimes Foundation. \$ _____
- To pay by credit card, please make your payment online at www.signaturechefs.org/melbourne
- Please invoice my company

I am unable to attend but I would like to make a 100% tax deductible Fund the Mission Gift in the amount of \$ _____

Signature _____ Date _____

For More Information Contact: Gregory C. Stephens, March of Dimes
321.426.6230 • gstephens@marchofdimes.org
Orlando Market • 555 Winderley Place, Suite 105 • Maitland, FL 32751
Serving Brevard, Flagler, Lake, Orange, Osceola, Seminole, Sumter, and Volusia counties