



march  of dimes®

A FIGHTING CHANCE FOR EVERY BABY™

GOURMET GALA

Sponsorship opportunities

Tuesday, April 17, 2018
National Building Museum, Washington, D.C.
marchofdimes.org/gourmetgala

Our community CARES about moms and babies



The March of Dimes helps moms, babies and families by preventing birth defects, premature birth and infant mortality. Our work involves constant collaboration to develop innovative breakthroughs that fight these problems at their source and in your community. This is crucial at our March of Dimes Prematurity Research Centers, scientific hubs where lifesaving research is funded and shared across centers, disciplines and even state lines. Together we're finding answers that will help moms and babies today, tomorrow and in the future.



In the United States, nearly 4 million babies are born every year, and the work of the March of Dimes touches each one of them, whether they are born healthy, prematurely, with a birth defect or other health complications.

Each year in the United States

- 382,786 babies are born preterm — that's 1 in 10 babies born too soon.
- 120,000 babies are born with a birth defect.
- 23,446 babies die before reaching their first birthday.
- Prematurity and birth defects are the leading causes of infant mortality.
- The medical and societal cost of preterm birth is \$26.2 billion.

Sources and notes

Births and preterm births — National Center for Health Statistics, final natality 2015. Preterm is less than 37 weeks gestation. Birth defects — CDC estimate of the number of babies born with one or more birth defect. Infant mortality — National Center for Health Statistics, infant mortality, 2013. Cost of preterm birth — Institute of Medicine report, 2007.

Through **community service, advocacy, research, education** and **support**, we are changing the lives of moms, babies and families across the country and in your community.



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.



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A chef cook-off of Capitol proportions

Join us at the 36th Annual Gourmet Gala where U.S. Senators and Representatives will serve as Celebrity Chefs competing for coveted culinary awards!

Date: **Tuesday, April 17, 2018**

6:00 p.m. Reception

6:30 p.m. Celebrity chef cook-off

7:45 p.m. Awards presentation

8:00 p.m. Event conclusion

Location: **National Building Museum**
440 G Street, NW, Washington, DC
COMPLIMENTARY VALET PARKING

Dress: Business attire

Beneficiary: Gourmet Gala will raise funds to support the March of Dimes mission of improving the health of babies by preventing birth defects, premature birth and infant mortality. More than 4 million babies are born in the U.S. each year and the March of Dimes has helped each and every one of them through our research, education, vaccines, advocacy and community services.

Program: The event unites those who share a demonstrated commitment to the health of our nation's infants through the March of Dimes Foundation. More than 50 Members of Congress will compete as Celebrity Chefs, serving their favorite hors d'oeuvres, desserts and drinks. Sponsor representatives will serve as their Sous Chefs. The Celebrity Chef recipes will be judged with awards given for six categories of achievement. The event will attract more than 90 sponsors and 650 guests with a goal to raise \$1 million for the March of Dimes.

**Honorary
Co-Chairs:** **Dr. Susan Blumenthal Markey**
Massachusetts
Gala Co-Chair

Kasey Crowley
New York
Gala Co-Chair

Judy McCarthy
California
Gala Co-Chair

Kris Toomey
Pennsylvania
Gala Co-Chair



Sponsorship opportunities

Top-level sponsorship: limited opportunities available

Additional top-level exclusive sponsorship opportunities are available. In addition to receiving all of the benefits of the Signature Sponsor, the March of Dimes will work with the sponsor to develop a unique partnership that aligns with the sponsor's brand and business marketing goals. Please contact Tina Cavucci to review these opportunities.

\$35,000 Signature sponsor: limited to 6 sponsors

- Recognition as a "Signature Sponsor" with corporate logo in all print and electronic materials related to the planning and execution of the event, including media advertisements, printed invitations, website, premiere recognition at the event, Celebrity Chef aprons, recipe cards for all attendees, cookbooks for all Celebrity Chefs and e-blasts.
- Invitations for up to twenty (20) guests to attend the Gourmet Gala.
- Invitation for four (4) guests to attend an exclusive Co-Chairs' Reception to be held in January.
- Opportunity to participate in the distribution of awards during the evening program.
- Priority opportunity to designate representatives to serve as a Sous Chef* with Celebrity Chefs at their booth for up to four (4) Celebrity Chefs for 20 minutes each. (Company logo will be prominently displayed during Sous Chef assignment.)
- Two (2) social media posts (can include photo and/or video).
- Exclusive photo with VIPs attending Gourmet Gala.
- Two (2) seats on the Gourmet Gala Finance Committee.

\$25,000 Regional sponsor

- Recognition as a "Regional Sponsor" with corporate logo on media advertisements, printed invitations, website, premiere recognition at the event, Celebrity Chef aprons and e-blasts.
- Invitations for up to ten (10) guests to attend the Gourmet Gala.
- Invitation for two (2) guests to attend an exclusive Co-Chairs' Reception to be held in January.
- Priority opportunity to designate representatives to serve as a Sous Chef* with Celebrity Chefs at their booth for up to three (3) Celebrity Chefs for 20 minutes each. (Company logo will be prominently displayed during Sous Chef assignment.)
- One (1) social media post (can include photo and/or video).
- Exclusive photo with VIPs attending Gourmet Gala.
- One (1) seat on the Gourmet Gala Finance Committee.

\$15,000 Benefactor

- Recognition as a "Benefactor Sponsor" on printed invitations, website, e-blasts and at the event.
- Invitations for up to ten (10) guests to attend the Gourmet Gala.
- Invitation for two (2) guests to attend an exclusive Co-Chair's reception in January.
- Opportunity to designate representatives to serve as Sous Chef* with Celebrity Chefs at their booth for up to two (2) Celebrity Chefs for 20 minutes each. (*Company logo will be prominently displayed during Sous Chef assignment.)
- One (1) seat on the Gourmet Gala Finance Committee.

\$10,000 Supporter

- Recognition as a "Supporter Sponsor" on printed invitations and at the event.
- Invitations for six (6) guests to attend the Gourmet Gala.

\$5,000 Friend of March of Dimes

- Recognition as a "Friend of the March of Dimes" at the event.
- Invitations for two (2) guests to attend the Gourmet Gala.

*Sous Chefs are sponsor representatives, and no culinary experience is necessary.

**Individual Tickets will not be available for the 2018 Gourmet Gala.



Sponsorship menu

PRE-EVENT BENEFITS	SIGNATURE \$35,000	REGIONAL \$25,000	BENEFACTOR \$15,000	SUPPORTER \$10,000	FRIEND \$5,000
Invitation to exclusive Co-Chair reception	4	2	2		
Seats on Finance Committee	2	1	1		
MARKETING & MEDIA BENEFITS					
Representative to serve as spokesperson in media interviews, if applicable	X				
Included in March of Dimes news release announcing sponsorship	X	X			
Social media recognition: Facebook posts (can include photo and/or video)	2	1			
Logo and link placement on event webpage	Premier Logo	Prime Logo	Name		
Inclusion in print advertisements in The Hill, National Journal & Washington Diplomat	Logo on All	Logo on All	Name on Two		
Logo placement and link on all Gourmet Gala e-blasts	Premier Logo	Prime Logo	Name		
Rights to use the Gourmet Gala logo/name	X	X	X	X	X
PRINT & PROMOTIONAL MATERIAL					
Recipe cards (distributed to all attendees)	Logo	Name			
Cookbooks (distributed to Celebrity Chefs)	Logo	Name			
Logo on Celebrity Chef and Sous Chef aprons	Premier Logo	Prime Logo			
Inclusion in Celebrity Chef recruitment materials	X	X			
Inclusion in booth guide	X	X			
Printed invitation	X	X	X		
Recognition at event	Premier	Prime	Name	Name	X
EVENT BENEFITS					
Participation in Celebrity Chef awards presentation	X				
VIP photo opportunity	X	X			
Sous Chef opportunities (20-minute intervals)	4	3	2		
Tickets to the event	20	10	10	6	2
POST-EVENT BENEFITS					
Recognition in post-event news release	X	X			
Partner impact report delivered 60 days post-event	X	X			



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Pledge form

Sponsor name: _____
(Please list name as it should appear on printed materials.)

Contact name: _____

Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____

Email: _____

Signature (required): _____

Yes! We would be pleased to support the 2018 March of Dimes Gourmet Gala!

- ☐ \$35,000 Signature Sponsor (\$31,600 is tax deductible)
- ☐ \$25,000 Regional Sponsor (\$23,300 is tax deductible)
- ☐ \$15,000 Benefactor (\$13,300 is tax deductible)
- ☐ \$10,000 Supporter (\$8,980 is tax deductible)
- ☐ \$5,000 Friend (\$4,660 is tax deductible)
- ☐ \$ _____ Contribution (100% is tax-deductible)

**Please sign and fax this pledge form to 571-257-2316 and mail donations to:
March of Dimes Gourmet Gala | 2110 Washington Blvd, Suite 325 | Arlington, VA 22204**

Checks should be made payable to: March of Dimes Foundation (Federal ID # 13-1846366)
As a 501(c)(3) organization, contributions to the March of Dimes are tax-deductible to the fullest extent of the law. For more information, contact Tina Cavucci at 571-257-2308
or ccavucci@marchofdimes.org