

A photograph of a woman with dark curly hair, seen from the side, kissing a baby on the cheek. The baby is looking towards the camera with a happy expression. The background is a bright, indoor setting.

Signature Chefs Auction

SPONSORSHIP PROPOSAL

WHEN

November 8, 2018

WHERE

Hyatt Regency Cincinnati

**HEALTHY
MOMS.
STRONG
BABIES.**



MARCH OF DIMES LEADS THE FIGHT FOR THE HEALTH OF ALL MOMS AND BABIES.

We believe that every baby deserves the best possible start. Unfortunately, not all babies get one.

We are changing that. From advocacy to education to research, we're working to level the playing field so that all moms and babies are healthy. Because when a society supports every family, the future is brighter for us all. And when communities work together, even the toughest problems can be solved.

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 collaborative efforts.
- Partnering with organizations and companies committed to helping moms and their families.

EACH YEAR IN THE UNITED STATES:

- Nearly 4 million babies are born.
- Nearly half a million babies are born prematurely or with birth defects.
- More than 23,000 babies die before reaching their first birthday.
- In addition to the human toll, the societal cost of premature birth is more than \$26 billion per year.

IN THE LAST YEAR:

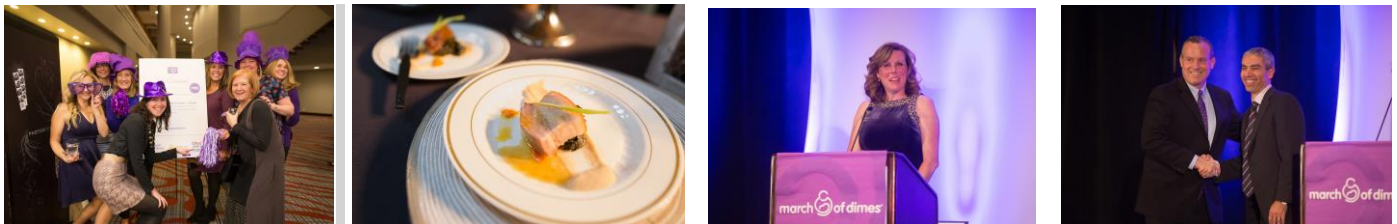
- We funded research grants totaling nearly \$16.7 million.
- We invested \$5.56 million in maternal and child health community grants.
- More than 80,000 families with a newborn in intensive care were offered comfort and information through NICU Family Support®.
- About 16,000 babies in the U.S. received life-saving surfactant therapy developed with funding from March of Dimes.

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.

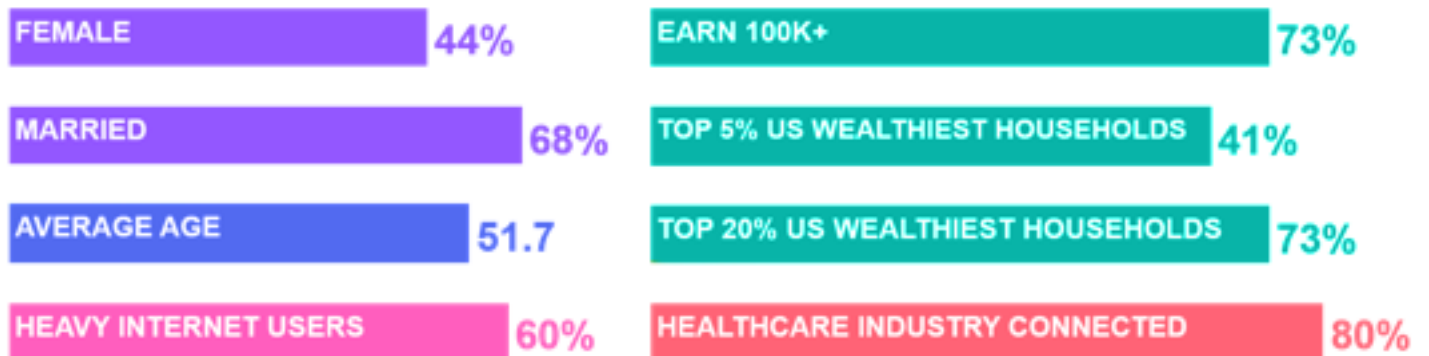
ABOUT SIGNATURE CHEFS AUCTION

Signature Chefs Auction is an awards event and premier fundraiser that brings together the community to recognize culinary excellence and achievements for our top chefs in the Greater Cincinnati/ Northern Kentucky area. Come taste their creations while partaking in a dynamic and interactive cocktail party atmosphere. The event also includes a live auction along with a compelling appeal to support the mission of March of Dimes. Signature Chefs Auction takes place in more than 180 markets across the country and raised more than \$25 million in 2017.



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

National Demographic Appeal



SPONSORSHIP OPPORTUNITIES

As a sponsor of Signature Chefs Auction, your company will receive the following benefits throughout the campaign:

PRESENTING SPONSOR - \$25,000

Pre-event

- All pre-event marketing pieces featuring “March of Dimes Signature Chefs Auction, presented by [company name]”
- Recognition as a Presenting Sponsor in public relations and media efforts pertaining to the 2018 Signature Chefs Auction where appropriate
- Logo/name recognition as Presenting Sponsor featured on event promotional pieces, including but not limited to:
 - Event invitations
 - Geo-targeted event social media announcements (i.e. Facebook and Twitter)
 - Geo-targeted event emails
 - Event website with link to company website
- Use of marks and logo in mutually agreed co-branded custom promotion for Signature Chefs Auction (March of Dimes final approval)
- Opportunity to sit on the Signature Chefs Auction Committee
- Opportunity to participate as a judge for Chefs competition
- Opportunity to host a stewardship event / preview party

Event Day Benefits

- Custom benefit integrated branding opportunities within (select one):
 - Fund the Mission Sponsor
 - Major Gifts Sponsor
 - Other mutually agreed upon customized branded sponsorship
- Full page color ad in program (inside or back cover)
- Logo/name recognition as Presenting Sponsor in the event program
- Logo/name recognition as Presenting Sponsor on all event signage and media screens
- Opportunity to give a “welcome address” to guests at event from stage. Limited time messaging to be approved by March of Dimes.
- Verbal recognition as Presenting Sponsor from stage at event
- CEO letter in program
- Two (2) tables of 10 seats in VIP Placement
- Two (2) bottles of wine per table
- Additional tables can be purchased for \$2,500 each (\$500 discount)

Award category

- Opportunity to sponsor an award category and present award on stage
- Logo/name to appear on award as sponsor of a specific award category
- Company name mentioned as category sponsor by presenter
- Company name to appear in program booklet as sponsor of a specific category

SPONSORSHIP OPPORTUNITIES

As a sponsor of Signature Chefs Auction, your company will receive the following benefits throughout the campaign:

PLATINUM SPONSOR - \$10,000

Pre-event

- Pre-event marketing pieces featuring your company as a Platinum Sponsor with logo/listing on:
 - Event invitations
 - Geo-targeted event social media announcements (i.e. Facebook and Twitter)
 - Geo-targeted event emails
 - Event website with link to company website
- Use of marks and logo in mutually agreed co-branded custom promotion for Signature Chefs Auction (March of Dimes final approval)
- Opportunity to sit on the Signature Chefs Auction Committee
- Opportunity to participate as a judge for Chefs competition

Event Day Benefits

- Custom benefit integrated branding opportunities within (select one):
 - Live Auction Sponsor
 - Chefs Competition Presenting Sponsor
 - Ambassador Spotlight Sponsor
 - Silent Auction Sponsor
 - Other mutually agreed upon customized branded sponsorship
- Full-page black and white ad in the event program
- Logo/name recognition featured in event program
- Logo/name recognition featured on event signage and sponsor recognition slide
- Verbal recognition from stage at event
- One (1) table of 10 seats in VIP placement
- Two (2) bottles of wine for your table
- Additional tables can be purchased for \$2,500 each (\$500 discount)

Award category

- Opportunity to sponsor an award category
 - Opportunity for company representative to present award on stage
 - Logo/name to appear on award as sponsor of a specific award category
 - Company name mentioned as category sponsor by presenter
 - Company name to appear in program booklet as sponsor of a specific category

SPONSORSHIP OPPORTUNITIES

As a sponsor of Signature Chefs Auction, your company will receive the following benefits throughout the campaign:

GOLD SPONSOR - \$7,500

Pre-event

- Pre-event marketing pieces featuring your company as a Gold Sponsor with listing on:
 - Event invitations
 - Geo-targeted event social media announcements (i.e. Facebook and Twitter)
 - Geo-targeted event emails
- Use of March of Dimes logo (with approval)
- Opportunity to sit on the Signature Chefs Auction Committee

Event Day Benefits

- Custom benefit integrated branding opportunities within (select one):
 - Mission Moment Sponsor
 - Registration Sponsor
 - Other mutually agreed upon customized branded sponsorship
- ½ page black and white ad in the event attendee program
- Logo/name recognition featured in event program
- Logo/name recognition featured on event signage and sponsor recognition slide
- Verbal recognition from stage at event
- One (1) table of 10 seats
- Two (2) bottles of wine for your table
- Additional tables can be purchased for \$2,500 each (\$500 discount)

Award category

- Opportunity to sponsor an award category
 - Opportunity for company representative to present award on stage
 - Logo/name to appear on award as sponsor of a specific award category
 - Company name mentioned as category sponsor by presenter
 - Company name to appear in program booklet as sponsor of a specific category

SPONSORSHIP OPPORTUNITIES

As a sponsor of Signature Chefs Auction, your company will receive the following benefits throughout the campaign:

SILVER SPONSOR - \$5,000

Pre-event

- Pre-event marketing pieces featuring your company as a Silver Sponsor with listing on:
 - Event invitations
 - Geo-targeted event social media announcements (i.e. Facebook and Twitter)
 - Geo-targeted event emails
- Use of March of Dimes logo (with approval)

Event Day Benefits

- Custom benefit integrated branding opportunities within (select one):
 - Chefs Competition Category Sponsor
 - NICU Baby App Sponsor
 - Photo Booth Sponsor
 - Raffle/Enhancer Sponsor
 - Other mutually agreed upon customized branded sponsorship
- ¼ page black and white ad in the event program
- Logo/name recognition featured in event program
- Logo/name recognition featured on event signage and sponsor recognition slide
- One (1) table of 10 seats
- Two (2) bottles of wine for your table

Award category

- Opportunity to sponsor an award category
 - Opportunity for company representative to present award on stage
 - Logo/name to appear on award as sponsor of a specific award category
 - Company name mentioned as category sponsor by presenter
 - Company name to appear in program booklet as sponsor of a specific category

SPONSORSHIP OPPORTUNITIES

As a sponsor of Signature Chefs Auction, your company will receive the following benefits throughout the campaign:

BRONZE TABLE SPONSOR - \$3,000

Event benefits

- Name recognition featured in event program
- Name recognition featured on event signage and sponsor recognition slide
- One (1) table of 10 seats

TRIBUTE GIFT / FUND THE MISSION

- Tribute gifts are 100% tax-deductible gift made in honor of [name].
- Opportunity includes onscreen logo inclusion and verbal recognition from the stage for tributes of \$1,000 or more.
- A special card will be sent sharing that a gift has been made in his or her name

Signature Chefs Auction Benefits:	Presenting \$25,000	Platinum \$10,000	Gold \$7,500	Silver \$5,000	Bronze \$3,000
PRE-EVENT					
All pre-event marketing pieces featuring "March of Dimes Signature Chefs Auction, presented by, [company name]"	✓				
Recognition as a Presenting Sponsor in public relations and media efforts pertaining to the 2018 Signature Chefs Auction where appropriate	✓				
Opportunity to host stewardship event (preview party)	✓				
Use of marks and logo in mutually agreed co-branded custom promotion for Signature Chefs Auction (March of Dimes final approval)	✓	✓			
Opportunity to sit on the Signature Chefs Auction Committee	✓	✓	✓		
Opportunity to participate as a Judge for Chefs Competition	✓	✓	✓		
Logo/name recognition as (level of sponsorship) Sponsor featured on event promotional pieces, including but not limited to: event invites, social media announcements, geo-targeted event emails, event website with link to company website	✓	✓	✓	✓	
EVENT DAY BENEFITS					
Two (2) tables of 10 seats in VIP placement	✓				
Opportunity to give "welcome address" to guests at event from stage. Limited time messaging to be approved by March of Dimes	✓				
CEO letter in program	✓				
One (1) table of 10 seats in VIP placement		✓			
Verbal recognition from stage	✓	✓	✓		
Additional tables can be purchased at discount (\$500 discount)	✓	✓	✓		
Two (2) bottles of wine per table	✓	✓	✓	✓	
Ad in event program	full-Page Color	full-Page B & W	½ page B & W	¼ page B & W	
Custom benefit with integrated branding opportunities (see Sponsorship Verbiage or March of Dimes Representative	✓	✓	✓	✓	
Logo/name recognition in the event program, signage and recognition slide	✓	✓	✓	✓	✓
One (1) table of 10 seats in VIP		✓			

Signature Chefs Auction Benefits:	Presenting \$25,000	Platinum \$10,000	Gold \$7,500	Silver \$5,000	Bronze \$3,000
AWARD CATEGORY					
Opportunity to sponsor an award category and for a company representative to present award on stage	✓	✓	✓	✓	
Logo/name to appear on award as sponsor of a specific award category and mentioned as a category sponsor	✓	✓	✓	✓	
Company name to appear in program booklet as sponsor of a specific category	✓	✓	✓	✓	



2018 SPONSORSHIP COMMITMENT

SIGNATURE CHEFS AUCTION / CINCINNATI, OH

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 March of Dimes as a sponsor
in the amount of \$ _____.

☐ I am unable to attend but I would like to make a 100% tax-deductible Tribute 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 payments to our Centralize Accounts Team:

March of Dimes Foundation
Donation Processing Center
PO Box 673667
Marietta, GA 30006

Questions or details about the event contact:

Katie Berman

KBerman@marchofdimes.org

[513.370.5004](tel:513.370.5004)