

# SIGNATURE CHEFS GALA FEEDING MOTHERHOOD SAN DIEGO



## 2024 PARTNERSHIP OPPORTUNITIES

### WHEN

October 6, 2024 @4pm

### WHERE

L'Auberge Del Mar

For more information, please contact:  
Heidi Lang • [hlang@marchofdimes.org](mailto:hlang@marchofdimes.org) • 858.300.6401



## 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.

### EACH YEAR IN THE UNITED STATES:

- 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:

- 4 million babies benefitted from our research, vaccines, education, advocacy, and breakthroughs
- More than 50,000 families were supported through our NICU Initiatives, including the NICU Family Support® program and the MY NICU Baby® and Mi Bebé en la NICU apps
- We offered training to 35,000 health care providers to educate them on mitigating bias, stigma, and systemic racism in care settings and on best practices to improve maternal and infant outcomes
- Our advocates helped pass 34 new pieces of legislation to support thousands of underserved women, including passage of the federal law, the American Rescue Plan Act of 2021

## ABOUT SIGNATURE CHEFS GALA

March of Dimes Signature Chefs Gala, Feeding Motherhood, celebrates the fight for healthy moms and strong babies with an evening of epicurean delights. Top San Diego chefs feature tastings of their creations for our supporters. A dynamic, interactive cocktail party atmosphere reflects regional styles and local flavors with event components that include a both a live and silent auction and a compelling appeal to support the mission of the March of Dimes. You will learn more about the mission and the programs and the breakthrough research happening to support positive birth outcomes.





# PARTNERSHIP OPPORTUNITIES

## PRESENTING \$25,000

The Presenting Partner has more access to the chefs, socialites and professionals throughout the duration of the campaign. Take advantage of these unique and prestigious activation opportunities to highlight your company as an integrated partner with March of Dimes throughout the entire campaign.

“The March of Dimes Signature Chefs Feeding Motherhood, presented by [your company]”

### Pre-Event

- All pre-event marketing pieces featuring “March of Dimes Signature Chefs Feeding Motherhood, presented by “[company name]”
- Logo/name recognition as Presenting Partner featured on event promotional pieces, including but not limited to:
  - Digital event invitations
  - Local market Facebook announcements
  - Event emails
  - Event website with link to company website
- Use of trademarks and logo in mutually agreed co-branded custom promotion for March of Dimes Signature Chefs Feeding Motherhood. March of Dimes has final approval

### Day-of Event

- Four tables (up to 40 guests) for your guests to enjoy the event
- Champagne Welcome sponsor
- Logo/name recognition as Presenting Partner in the event program and any event signage
- Verbal and logo recognition included in day-of presentation
- Opportunity to give a “welcome or final address” to guests. Limited time messaging, must be approved by March of Dimes
- Opportunity to be featured in a short event video which could include sponsor video spots (sponsor provided) or an ambassador family video for Fund the Mission (based on availability)
- Goody bags / product in goody bags or silent auction product donation
- Full page ad in printed program

### Post-Event

- Post event thank you email recognizing chefs and sponsors
- Sponsor Video Message included in thank you email (provided by sponsor)
- Mention in social media with photo

## **GOLD \$15,000**

### **Pre-Event**

- Pre-event marketing pieces featuring your company as a Gold Partner with logo/listing on:
  - Digital and/or event invitations
  - Local market Facebook announcements
  - Event emails
  - Event website with link to company website
- Use of trademarks and logo in mutually agreed co-branded custom promotion for March of Dimes Signature Chefs Feeding Motherhood. March of Dimes has final approval

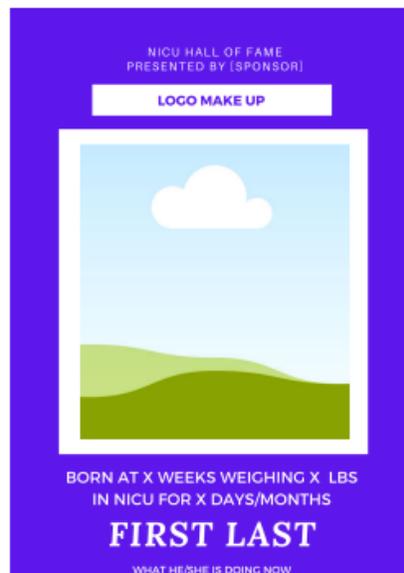
### **Day-of Event**

- Three tables (up to 30 guests) for your guests to enjoy the event
- NICU GALLERY OF HOPE partner will sponsor 10-12 NICU Hall of Hope poster propped up by easels across the atrium
- Logo/name recognition as Gold Partner in the event program and any event signage
- Verbal and logo recognition included in day-of presentation
- Goody bags / product in goody bags or silent auction product donation
- Half page ad in printed program

### **Post-Event**

- Post event thank you email recognizing chefs and sponsors
- Mention in social media with photo

## **DELIVERABLE MOCK UP**





## **SILVER \$10,000**

### **Pre-Event**

- Pre-event marketing pieces featuring your company as a Silver Partner with logo/listing on:
  - Digital and/or event invitations
  - Local market Facebook announcements
  - Event emails
  - Event website with link to company website
- Use of trademarks and logo in mutually agreed co-branded custom promotion for March of Dimes Signature Chefs Feeding Motherhood. March of Dimes has final approval

### **Day-of Event**

- Two tables (up to 20 guests) for your guests to enjoy the event
- Valet Sponsor
- Logo/name recognition as Silver Sponsor in the event program and any event signage
- Verbal and logo recognition included in day-of presentation
- Goody bags / product in goody bags or silent auction product donation

### **Post-Event**

- Post event thank you email recognizing chefs and sponsors

## **BRONZE \$5,000**

### **Pre-Event**

- Pre-event marketing pieces featuring your company as a Bronze Partner with logo/listing on:
  - Digital and/or event invitations
  - Local market Facebook announcements
  - Event emails
  - Event website with link to company website
- Use of trademarks and logo in mutually agreed co-branded custom promotion for March of Dimes Signature Chefs Feeding Motherhood. March of Dimes has final approval

### **Day-of Event**

- One table (up to 10 guests) for your guests to enjoy the event
- Logo/name recognition as Bronze Partner in the event program
- Logo recognition included in day-of presentation

### **Post-Event**

- Post event thank you email recognizing chefs and sponsors