



Signature Chefs Auction 2016 Sponsorship Opportunities Tuesday, October 25, 2016

Partnership Opportunities

The March of Dimes annual Signature Chefs Auction provides your company with an opportunity to co-brand your company with the vital mission of the March of Dimes. Your company will shine in the eyes of approximately 320 affluent community 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.

Platinum Sponsor - \$7,500

When you sponsor one of our night of opportunities, your company gets additional sponsor recognition. You can choose from one of the following: registration, live auction, silent auction, super silent auction (high rollers auction), or celebrity chef/iron chef cooking segment (depending on chef availability).

Exclusivity: Your choice is based on first-confirmed sponsor, first-choice of opportunity to sponsor. The date your signed sponsorship contract is received puts you in line for choosing your night of opportunity to sponsor.

Pre-Event Marketing – Integrated branding of your company

- Pre-event marketing pieces featuring your company as a Platinum Sponsor with logo/listing on:
 - Event invitations
 - Event signage
 - Event social media announcements (Facebook and Twitter)
 - Event emails
 - Event press releases
 - Event TV ads (if applicable)
 - Event print ads (if applicable)
 - March of Dimes 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)

Pre-Event Activities (Participation in Preview Party)

- Corporate logo as Platinum Sponsor featured on event promotion pieces, including but not limited to:
 - Event invitation
 - Event signage
 - Event PowerPoint
- Opportunity to invite attendees



Signature Chefs Auction 2016 Sponsorship Opportunities Tuesday, October 25, 2016

Partnership Opportunities - continued Platinum Sponsor - \$7,500

Client Entertainment and Amenities

- One (1) table of ten in the room for the dinner/dessert and live auction
- Six (6) invitations to Preview Party

At the Event Marketing

- Full-page, color ad in the event attendee program
- Corporate logo featured as Platinum Sponsor in event program
- Corporate logo featured on event signage and media screens
- Verbal recognition from stage at event

Unique opportunities for in-depth event involvement

- Opportunity to feature a Live Auction item (value minimum of \$2,000) increasing your visibility at the event. (examples: participation in your company's golf tournament, dinner with your company's CEO) This may be bundled with another Live Auction package or divided into silent auction packages.
- Opportunity to give a gift to all event attendees
- Opportunity to serve on event committee
- Healthy Babies Healthy Business
- Sponsor benefit summary 60 days post event



A FIGHTING CHANCE FOR EVERY BABY™

Signature Chefs Auction 2016 Sponsorship Opportunities Tuesday, October 25, 2016

☐ We are pleased to join the March of Dimes for the upcoming Signature Chefs Auction, Western New York's BEST, as a 2016 Platinum Sponsor for \$7,500. Sponsorship benefits outlined on prior pages. This form serves as confirmation of this partnership. We understand that we will receive an invoice for the amount noted above and will provide permission to use our corporate name and images as.

Name:	Company:
Title:	Email:
Address:	City, State, Zip:
Phone:	Fax:

☐ Enclosed is our payment.
*Please make all checks payable to:
March of Dimes*

☐ Please charge our sponsorship to my:
__American Express __Discover __MasterCard __Visa

Account Number:

☐ Please invoice us, we will pay our
pledge:
__Upon receipt of invoice
__Monthly

Exp. Date: ____/____ Security Code: ____ Billing Zip Code:

Name on Card: _____

Sponsor Representative

Signature: _____ Date: _____

March of Dimes

Representative Signature: _____ Date: _____

Return with payment to: March of Dimes
ATTN: Rita Greis
435 Lawrence Bell Drive, Suite 9
Buffalo, NY 14221

*Please email logo asap: (high resolution vector, jpeg, eps format) to rgreis@marchofdimes.org
Please email program ad no later than Friday, September 30, 2016*

From school children to scientists, from presidents to parents, from celebrities to citizens, everyone has made a difference. Your support today helps us continue cutting-edge research to determine the causes of birth defects and premature birth. Let's work together for stronger, healthier babies.