



A FIGHTING CHANCE FOR EVERY BABY™



Signature *Chefs* Auction®

## Sponsorship Opportunities

Western New York's BEST  
October 24, 2017  
Salvatore's Italian Garden's  
6461 Transit Road, Buffalo, NY 14043

# The March of Dimes CARES

The mission of the March of Dimes is to improve the health of babies by preventing birth defects, premature birth and infant mortality. We carry out this mission in a variety of ways.



## 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.

You can play a vital role in helping us find solutions to combat prematurity and birth defects. We're making breakthroughs to improve the health of moms and babies, and together, we can save billions of dollars and tens of thousands of lives.

## Annually in the United States:

- Nearly 4 million babies are born, and about 380,000 of those are preterm.
- 120,000 babies come into this world with a birth defect.
- Almost 23,500 babies die before reaching their first birthday.
- The societal cost of premature birth is \$26.2 billion.

## In the last year:

- We funded research grants totaling nearly \$24 million.
- We invested \$5.56 million in maternal and child health community grants.
- More than 90,000 families with a newborn in intensive care were offered comfort and information through NICU Family Support®.
- 15,700 babies received lifesaving surfactant therapy, developed by March of Dimes researchers.

### 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.  
MOD investment —research and community grants funded in 2015.

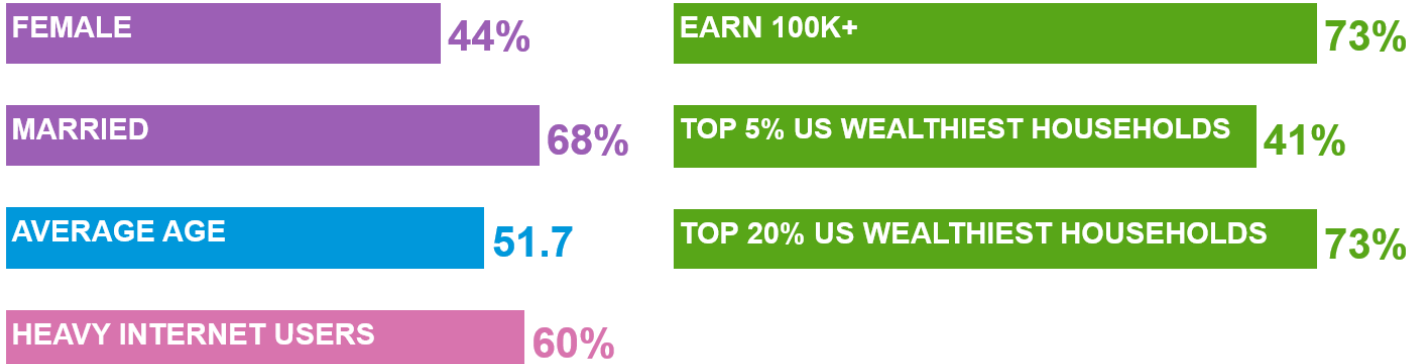
# About Signature Chefs Auction

The March of Dimes premier fundraiser Signature Chefs Auction, celebrates culinary excellence with top chefs featuring 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 Live Auction and a compelling appeal to support the mission of the March of Dimes. Signature Chefs Auctions take place in more than 180 markets across the country and raised more than \$25 million in 2015.



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 and objectives and targets audiences in your area, and even across the country. Together we can reach key audiences in your community.

## National Demographic Appeal



# 2017 Sponsorship Commitment Form

Signature Chefs Auction - Western New York

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 the 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 Fund the Mission 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)
- ☐ Please Invoice Me
- ☐ Credit card

Credit card number

Expiration date

CVV Security Code

Name as it appears on card

Billing Address (if different from above)

Signature of card holder

**Please mail original form to:**

March of Dimes • 435 Lawrence Bell Drive, Suite 9 • Buffalo, NY 14221

Phone (716) 691-3805 • Email [rgreis@marchofdimes.org](mailto:rgreis@marchofdimes.org)

Authorized March of Dimes signature

Date

# Gold Sponsor - \$5,000

## Pre-Event Benefits

- Logo/name recognition as Gold Sponsor featured on event promotional pieces, including but not limited to:
  - Print ads (if applicable)
  - Invitations
  - Emails
  - Social media announcements centered on the chef announcements
- Use of March of Dimes/Signature Chefs Auction logo (with approval)

## Event Preview Party

- Participation in Preview Party
  - Logo/name recognition as Gold Sponsor featured on event promotion pieces, including but not limited to:
    - Invitation
    - Signage
    - PowerPoint
- Opportunity to invite attendees (6)

## Event Benefits

- Selection of sponsorship of one Signature Chef, including a VIP experience incorporated into guest event experience (i.e. chef visits the table)
  - Logo/name recognition on chosen chef's table sign
  - Logo/name recognition featured in event program on page of chosen chef
- Half-page, color ad in the program
- Logo/name recognition as Gold Sponsor in the program
- Logo/name recognition listed as Gold Sponsor on signage
- Logo/name recognition as Gold Sponsor on media screens (sponsor recognition slide)
- Verbal recognition as Gold Sponsor from stage

## Client Entertainment and Amenities

- One (1) table of ten (10) for the dessert and program
- Six (6) invitations to Preview Party

## Unique Opportunities for In-Depth Event Involvement

- Opportunity to feature a High Roller Silent Auction Item (minimum value of \$500) increasing your visibility night of
- Opportunity to serve on event Executive Leadership Team (event committee)