



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

Pre-Event Marketing – Integrated branding of your company	Presenting \$12,500	Platinum \$7,500	Gold \$5,000	Silver \$3,500	Bronze \$2,500
All pre-event marketing pieces featuring “March of Dimes Signature Chefs Auction, presented by [your company]”	X				
Corporate logo or listing as appropriate sponsor featured on event promotion pieces, including but not limited to:	Corporate Logo and listed as Presenting Sponsor	Corporate Logo and listed as Platinum Sponsor	Listed as Gold Sponsor	Listed as Silver Sponsor	Listed as Bronze Sponsor
- Event save-the-date cards	X				
- Event invitations	X	X	X		
- Event social media announcements (Facebook and Twitter)	X	X	X	X	X
- Event print media (if applicable)	X	X	X	X	
- Event emails	X	X	X	X	
- Event press releases	X	X	X	X	
- Event TV ads (if applicable)	X	X			
- Event print ads (if applicable)	X	X	X		
- Event radio ads or mentions (if applicable)	X				
- Event media kits	X				
- March of Dimes website with link to company website	X	X			
Announcement of support on March of Dimes website	X				
CEO letter on March of Dimes website	X				
Use of marks and logo in mutually agreed co-branded custom promotion for Signature Chefs Auction (March of Dimes final approval)	X	X	X	X	X

Pre-Event Activities	Presenting \$12,500	Platinum \$7,500	Gold \$5,000	Silver \$3,500	Bronze \$2,500
Designation as Presenting Sponsor at Preview Party	X				
Corporate logo or listing as appropriate sponsor featured on event promotion pieces, including but not limited to:	Corporate Logo and listed as Presenting Sponsor	Corporate Logo and listed as Platinum Sponsor	Listed as Gold Sponsor	Listed as Silver Sponsor	Listed as Bronze Sponsor
- Event invitation	X	X	X	X	X
- Event signage	X	X	X	X	X
- Event PowerPoint	X	X	X	X	X
Opportunity to host event	X				
Opportunity to invite attendees	X	X	X	X	X
Speaking opportunity from company representative	X				
Ability to provide coupons/literature/gift to attendees	X				



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Client Entertainment and Amenities	\$12,500	\$7,500	\$5,000	\$3,500	\$2,500
Tables of ten with VIP placement for the dinner/dessert and live auction	2 Tables	1 Table	1 Table	6 Tickets	4 Tickets
Invitations to Preview Party	10	6	4	2	2
Chef to visit your table(s)	X		X		
Souvenir wine bottle(s) for your table <i>Quantity pending vintner</i>	X				
Premium wines served at your tables exclusive for you and your guests	X				
Hotel room at venue for host of table	X				

	Presenting	Platinum	Gold	Silver	Bronze
At the Event Marketing	\$12,500	\$7,500	\$5,000	\$3,500	\$2,500
Ad in the Program Book	Full Page, Color, Inside Front Cover	Full Page, Color	1/2 Page, Color	1/2 Page, B/W	
Corporate logo featured as appropriate sponsor in the event program	Corporate Logo and listed as Presenting Sponsor	Corporate Logo and listed as Platinum Sponsor	Corporate Logo and listed as Gold Sponsor	Listed as Silver Sponsor	Listed as Bronze Sponsor
Corporate logo featured as appropriate sponsor on event signage and media screens	Corporate Logo and listed as Presenting Sponsor	Corporate Logo and listed as Platinum Sponsor	Corporate Logo and listed as Gold Sponsor	Listed as Silver Sponsor	Listed as Bronze Sponsor
Opportunity to give a "welcome address" to guests at event from stage (or emcee can give a message for you). Limited time, messaging to be approved by March of Dimes	X				
Verbal recognition as appropriate sponsor from stage at event	X	X	X		
CEO letter in program	X				



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Unique opportunities for in-depth event involvement	\$12,500	\$7,500	\$5,000	\$3,500	\$2,500
Category Industry Exclusivity	X				
Opportunity to serve on event committee	X	X	X	X	X
Experiential opportunity with a chef on day of event, pending chef approval	X				
Opportunity to provide and present gifts to the chefs at the event	X		Gift to Sponsored Chef		
Opportunity to feature a Live Auction item (minimum value of \$2,000) increasing your visibility at the event. (examples: participation in your company's golf tournament, dinner with your company's CEO)	2 requested	1 requested			
Opportunity to provide a silent auction package			Minimum of \$500 value	Minimum of \$250 value	Minimum of \$250 value
Opportunity to provide a product or premium as a gift to all event attendees	X	X			
One feature story on company in March of Dimes newsletter	X				
Healthy Babies Healthy Business	X	X	X	X	X
Sponsor benefit summary 60 days post event	X	X	X	X	X