

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 with a window and some toys visible.

Palm Beach Signature Chefs Auction

SPONSORSHIP PROPOSAL

WHEN

Thursday, November 21, 2019

WHERE

Hilton West Palm Beach
600 Okeechobee Blvd.



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 collaboratives.
- 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



The March of Dimes Signature Chefs Auction brings together top local chefs showcasing their culinary masterpieces and an audience of business and industry leaders, community philanthropists, and many of the top socially responsible corporations in the community while supporting a critical cause.

We invite you to discuss the variety of sponsorship options available for the Palm Beach Signature Chefs Auction, 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 Palm Beach's Signature Chefs Auction, your company will receive the following benefits throughout the campaign:

PRESENTING SPONSOR—\$15,000

Pre-Event Benefits

- All pre-event marketing pieces featuring, “March of Dimes Signature Chefs Auction, presented by [your company name]”
- Recognition as Presenting Sponsor in all public relations and media efforts pertaining to the 2019 Signature Chefs Auction
- Logo/name recognition as Presenting Sponsor featured on event promotional pieces, including but not limited to:
 - Save-the-date
 - Invitation
 - Emails
 - Social media announcements
 - Website with reciprocal link
 - Evites
- 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
 - Logo/name recognition as Presenting Sponsor featured on event promotional pieces, including but not limited to:
 - Invitation
 - Signage
 - PowerPoint
 - Opportunity to host Preview Party
 - Opportunity to invite attendees (20)
 - Speaking opportunity for company representative
 - Ability to provide coupons/literature/gift to attendees

Event Benefits

- Logo/name recognition featured on attendee bid cards for use during Live Auction (if applicable)
- Selection of sponsorship of one Signature Chef, including a VIP experience incorporated into guest event experience
 - Logo/name recognition on chosen chef’s table sign
 - Logo/name recognition featured in program on page of chosen chef
- Full-page ad in the program (inside or back cover)
- Logo/name recognition as Presenting Sponsor in the program
- Logo/name recognition as Presenting Sponsor on signage
- Logo/name recognition on media screens (sponsor recognition slide)
- Verbal recognition as Presenting Sponsor from stage

Entertainment and Amenities

- Two (2) tables of ten, with VIP placement
- Twenty (20) invitations to Preview Party (if applicable)

PLATINUM SPONSOR—\$10,000

Pre-Event Benefits

- Logo/name recognition as Platinum Sponsor featured on event promotional pieces, including but not limited to:
 - Invitations
 - Emails
 - Social media announcements
 - Website with reciprocal link
- 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
 - Logo/name recognition as Platinum Sponsor featured on event promotion pieces, including but not limited to:
 - Invitation
 - Signage
 - PowerPoint
- Opportunity to invite attendees (10)

Event Benefits

- Custom benefit with integrated branding opportunities within (select one):
(Chosen opportunity will be designed collaboratively with March of Dimes and your company)
 - Registration
 - Valet
- Selection of sponsorship of one Signature Chef, including a VIP experience incorporated into guest event experience
 - Logo/name recognition on chosen chef's table sign
 - Logo/name recognition featured in event program on page of chosen chef
- Full-page ad in the program
- Logo/name recognition as Platinum Sponsor in the program
- Logo/name recognition as Platinum Sponsor on signage
- Logo/name recognition as Platinum Sponsor on media screens (sponsor recognition slide)
- Verbal recognition as Platinum Sponsor from stage

Entertainment and Amenities

- One (1) table of ten
- Ten (10) invitations to Preview Party (if applicable)



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)

Pre-Event Activities

- 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
 - Logo/name recognition on chosen chef's table sign
 - Logo/name recognition featured in event program on page of chosen chef
- Half-page 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
- Six (6) invitations to Preview Party (if applicable)



SILVER SPONSOR - \$3,000

Pre-Event Benefits

- Name recognition as Silver Sponsor on event promotional pieces, including but not limited to:
 - Emails
 - Social media announcements
- Use of March of Dimes/Signature Chefs Auction logo (with approval)

Pre-Event Activities

- Participation in Preview Party
 - Name recognition as Silver Sponsor featured on event promotion pieces, including but not limited to:
 - Signage
 - PowerPoint
 - Opportunity to invite attendees (4)

Event Benefits

- Quarter-page ad in the program
- Name recognition as Silver Sponsor in the program
- Name recognition as Silver Sponsor on signage
- Name recognition as Silver Sponsor on media screens (sponsor recognition slide)
- Verbal recognition as Silver sponsor from stage

Client Entertainment and Amenities

- One (1) table of ten
- Four (4) invitations to Preview Party (if applicable)

BRONZE SPONSOR - \$1,500

Event Benefits

- Name recognition as Bronze Sponsor in the program
- Name recognition as Bronze Sponsor on signage
- Name recognition as Bronze Sponsor on media screens (sponsor recognition slide)

Client Entertainment and Amenities

- Half (1/2) table of ten
- Two (2) invitations to Preview Party (if applicable)



FUND THE MISSION GIFT

Premature birth is the leading cause of death in children under 5, worldwide. In addition to, or in lieu of a sponsorship contribution, a 100% tax-deductible donation can be made to support the work of March of Dimes. With a donation, you can help fight premature birth through March of Dimes-funded research and education programs. Companies have the opportunity to provide a donation that can serve as a Leadership or Matching Gift, both offering company recognition and visibility in your alignment with our important mission.

Donors to the mission giving moment will be celebrated for their commitment to the March of Dimes and recognized for energizing the room and inciting the giving.



2019 SPONSORSHIP COMMITMENT

SIGNATURE CHEFS AUCTION, PALM BEACH

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 send payment to our Centralized Accounts Team:

March of Dimes
Donation Processing Center
PO Box 18819
Atlanta, GA 31126

Questions or details about the event contact:

Chelsea Platas
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561-290-0907