



Greater Louisville Signature Chefs Auction  
November 10th, 2016  
Louisville Marriott Downtown

An invitation to partner with March of Dimes  
2016 Sponsorship Opportunities



For more information, please contact:  
Erika Rohrer, Community Director  
502-473-6683 or [erohrer@marchofdimes.org](mailto:erohrer@marchofdimes.org)

# 2016 Signature Chefs Auction

An evening of fabulous food, gourmet cocktails and unique culinary auction packages. Guests enjoy a food sampling feast prepared by 30 of Louisville's finest chefs topped off by a Live and Silent Auction of spectacular dining experiences.



Voted "Best Tasting Event" in 2014 and 2015 by NFocus Magazine

\$295,000 raised in 2015 to fund the March of Dimes mission

## Event Demographics

- Over 600 guests who enjoy gourmet food, fine wine and cocktails, and travel
- Corporate executives and spouses
- 50% Men / 50% Women
- 30-60 years of age
- 85% graduated college
- Average income: \$75k-100k
- 75% Married

## Our Mission

The March of Dimes helps moms have full-term pregnancies and healthy babies. And if something goes wrong, we offer information and comfort to families. We research the problems that threaten our babies and work on preventing them.

# 2016 Signature Chefs Auction



2016 Signature Chefs Event Chair

Stephanie Renner  
Senior Vice President, General Counsel, PBI Bank



2016 Lead Chef

Joshua Moore  
Executive Chef, Volare

# \$25,000 Presenting Sponsor

A high profile night-of-event sponsorship for the Signature Chefs Auction. Receive premium exposure pre-event, at the event, and post-event promotions.

## Participation in Signature Social

- Opportunity for company representative to address attendees at the Signature Social, a preview event for top sponsors and donors
- Logo prominently placed on printed invitations

## Public Relations and Media Benefits

- Opportunity for company representative to appear in television & radio interviews secured during the campaign
- Company name mentioned in all television and radio PSA spots secured during the campaign
- Recognition as Presenting Sponsor in media/press releases
- Social Media recognition as Presenting Sponsor (with link and logo)
- 2015 Media Sponsors: NFocus Magazine (\$12,000 earned media)/iHeart Media (\$141,750 value)

## Prominent Logo Recognition on Event Collateral

- Company logo in all print ads, including a full-page ad in the October issue of NFocus and a half-page ad in the September and November issues
- Company logo on electronic Save The Date email
- Company logo on printed invitations
- Company logo in weekly email blasts sent to sponsors and guests starting one month prior to the event
- Company logo in post-event email blast sent to sponsors and guests
- Company logo with link on the Louisville Signature Chefs website

## Night-Of-Event Benefits

- 3 priority tables of 10 (30 total guests) at the Signature Chefs Auction
- 1 full-page ad placed in all 750 event programs (inside or back cover - your choice)
- Recognition as Presenting Sponsor in event programs with company logo
- Company table signage at your reserved tables
- Company logo continuously displayed on 2 large video screens in the main ballroom
- Special recognition during the stage program as Presenting Sponsor
- Company logo on Presenting Sponsor welcome signs at the event
- NEW: Opportunity to leave behind collateral/gift for all attendees
- NEW: Opportunity for company representative to speak during the event program
- NEW: Ability to choose 1 exclusive area to sponsor night of event, or work with March of Dimes staff to create exclusive and unique opportunity



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# \$15,000 Gold Sponsor

Logo opportunities on Signature Chef collateral and new exclusive night-of opportunities that fit your company's needs.

## Logo Recognition on Pre-Event Collateral

- Company logo on printed invitations
- Company logo with link on the Louisville Signature Chefs website

## Night-Of-Event Benefits

- 2 priority tables of 10 (20 total guests) at the Signature Chefs Auction
- 1 full-page ad prominently placed in all 750 event programs
- Recognition as Gold Sponsor in event programs with company logo
- Company table signage at your reserved tables
- Company logo continuously displayed on 2 large video screens in the main ballroom
- Special recognition during the stage program as Gold Sponsor
- Company logo on Gold Sponsor welcome signs at the event

## Night-Of-Event Exclusive Gold Options

(Choose 1)

### NEW: Live Auction Sponsor

*The Live Auction is the heart of the event, raising thousands of dollars toward the March of Dimes mission. Exclusive logo opportunities in highly visible collateral centered around the Live Auction.*

- Company logo on Live Auction pre-event email blast as recognition of Live Auction Sponsor
- Company logo on all preview signs in foyer area showcasing the Live Auction items
- Company logo on bidder paddles used during Live Auction
- Company logo on Live Auction slides during stage program
- Opportunity to donate a Live Auction package, or part of a package, with company recognition in stage program
- Opportunity for recognition from auctioneer during cocktail hour as Live Auction sponsor

### NEW: Bar Sponsor

*With five open bars provided throughout the evening, the Bar Sponsor is sure to be a prime location at Signature Chefs.*

- Company logo on signage displayed on each bar
- Opportunity to feature "signature drink" named after the company
- Opportunity to have branded cocktail napkins/other bar items at each bar
- Opportunity for recognition from auctioneer during cocktail hour as the Bar sponsor

## Night-Of-Event Exclusive Gold Options (cont.) (Choose 1)

### NEW: Silent Auction Sponsor

*New mobile bidding in the Silent Auction allows for an interactive experience with attendees.*

*Exclusive logo opportunities in highly visible collateral centered around the Silent Auction.*

- Company logo on all preview signs in foyer area showcasing the Silent Auction items
- Company logo on bid number/short code cards used during Silent Auction, given to each guest at registration
- Company logo on mobile bidding instructional signage displayed in foyer/registration
- Company logo in mobile bidding software used by each attendee who bids
- Opportunity to furnish company logo gift bags to package auction items for guest pick-up
- Opportunity to donate a Silent Auction package, or part of a package, with company recognition on your package's display sign
- Opportunity for recognition from auctioneer during cocktail hour as Silent Auction sponsor

### NEW: Signature Chefs Sponsor

*Be a representative for the 30 elite Signature Chefs in pre-event material and night-of collateral centered around the tasting stations. What a way to connect the night's amazing cuisine and chefs with your company's name!*

- Company logo on all chef paperwork sent out prior to the event
- Company logo at each chef station
- Opportunity for recognition from auctioneer during tasting hour as Signature Chefs sponsor
- Company logo on chef station table cards given to each attendee
- Opportunity to work with a chef to incorporate company name in to one signature dish
- Opportunity for recognition in stage program during announcement of People's Choice

### NEW: Fund the Mission Sponsor

*Place your company at the most important part of the night, Fund the Mission. Guests will feel the emotion and excitement as we raise money toward the March of Dimes mission.*

- Company logo on Fund the Mission slides in the program
- Opportunity to introduce Ambassador Family
- Opportunity for company representative to lead the Premie Parade
- Company logo on Fund the Mission pre-event email blast as recognition of Fund the Mission Sponsor
- Opportunity to provide gift to top Fund the Mission donors
- Company logo on Fund the Mission page in 750 event programs

# \$10,000 Silver Sponsor

Logo opportunities on Signature Chef collateral and night-of-event exposure.

## Logo Recognition on Pre-Event Collateral

- Company logo on printed invitations
- Company logo with link on the Louisville Signature Chefs website

## Night-Of-Event Benefits

- 2 tables of 10 (20 total guests) at the Signature Chefs Auction
- 1 full-page ad placed in all 750 event programs
- Recognition as Silver Sponsor in event programs with company logo
- Company table signage at your reserved tables
- Company logo continuously displayed on 2 large video screens in the main ballroom
- Special recognition during the stage program as Silver Sponsor
- Company logo on Silver Sponsor welcome signs at the event

## Night-Of-Event Exclusive Silver Options

(Choose 1)

### NEW: Red Carpet Sponsor

*New in 2016, the Red Carpet is a prime location for exclusive logo opportunity, visited by 600+ guests upon arrival and opportunity for possible media coverage.*

- Opportunity for company representative to greet guests
- Company logo on special thanks signage at the entrance to the red carpet area
- Opportunity for recognition from auctioneer during cocktail hour as Red Carpet sponsor

### NEW: Wine/Bourbon Pull Sponsor

*New to the Signature Chefs Auction in 2015, the Wine and Bourbon pull sold out. Exclusive logo opportunities at the popular wine/bourbon pull (around 100 bottles).*

- Company logo on signage displayed at the Wine/Bourbon Pull station
- Company logo on each wine or bourbon tag, attached to each bottle donated
- Opportunity for recognition from auctioneer during cocktail hour as Wine/Bourbon Pull sponsor



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# \$5,000 Bronze Sponsor

Purchase a table at Signature Chefs and receive night-of-event exposure.

## Night-Of-Event Benefits

- 1 table of 10 (10 total guests) at the Signature Chefs Auction
- Quarter-page ad placed in all 750 event programs
- Company table signage at your reserved table
- Company listing continuously displayed on 2 large video screens in the main ballroom
- Company listing on Bronze Sponsor welcome signs at the event

## Printing Deadlines

- Sponsorship Agreement deadline for Presenting Sponsor logo inclusion in the Save the Date and Signature Social party invitation is May 13, 2016
- Sponsorship Agreement deadline for Presenting Sponsor logo inclusion in the NFocus ads is August 1, 2016
- Sponsorship Agreement deadline for Presenting, Gold, and Silver Sponsor logo inclusion in the event invitation is September 1, 2016
- Sponsorship Agreement deadline for ad/logo/company listing in the event program is October 3, 2016

## Thank You!

We look forward to being your partner in 2016!

Please complete the agreement attached to confirm your sponsorship.

Return to: Erika Rohrer at [erohrer@marchofdimes.org](mailto:erohrer@marchofdimes.org)



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Louisville Signature Chefs website:  
[signaturechefs.org/louisville](http://signaturechefs.org/louisville)