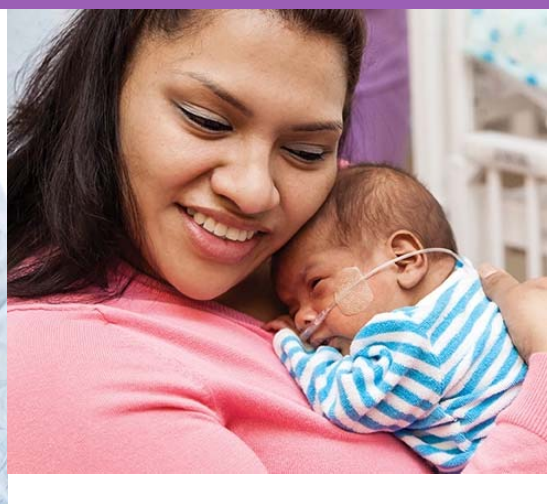




A FIGHTING CHANCE FOR EVERY BABY™



Signature *Chefs* Auction®

Sponsorship Opportunities

November 12, 2017

Talking Stick Resort
9800 East Talking Stick Way
Scottsdale, Arizona 85256

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.

2017 Signature Chefs Auction: Sponsorship Opportunities

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 reach out to your March of Dimes representative to discuss the variety of options available for Signature Chefs Auction sponsorship to reach key audiences in your community.

National Demographic Appeal

FEMALE 44%

MARRIED 68%

AVERAGE AGE 51.7

HEAVY INTERNET USERS 60%

EARN 100K+ 73%

TOP 5% US WEALTHIEST HOUSEHOLDS 41%

TOP 20% US WEALTHIEST HOUSEHOLDS 73%

2017 Signature Chefs Auction: Sponsorship Opportunities

Presenting Sponsor - \$25,000

Promotional Benefits

- All pre-event marketing pieces featuring “March of Dimes Signature Chefs Auction, presented by *Your Company*”
- Recognition as a Presenting Sponsor in all public relations and media efforts pertaining to the 2017 Signature Chefs Auction
- Logo/name recognition as Presenting Sponsor featured on event promotional pieces, including but not limited to:
 - Four mentions (minimum) on social media (Facebook or Twitter)
 - Event emails (including electronic Save the Date and Invitation)
 - Event website with link to company website
 - Event TV or print ads (if applicable)
- Use of marks and logo in mutually agreed co-branded custom promotion for Signature Chefs Auction (March of Dimes final approval)

Preview Party

- Twenty (20) invitations to Preview Party
- Logo/name recognition as Presenting Sponsor featured on event promotional pieces, including but not limited to:
 - All event signage and media screens
 - Event invitation (electronic)
- Speaking opportunity for company representative
- Ability to provide coupons/literature/gift to attendees

Event Benefits

- Two (2) tables of ten with VIP placement
- Twenty (20) invitations to VIP Reception
- Full-page ad in the event program (premier placement)
- Logo/name recognition as Presenting Sponsor in the printed event program
- Logo/name recognition as Presenting Sponsor on all event signage and media screens
- Logo/name recognition featured on attendees bid cards and during Live Auction (if applicable)
- Opportunity to give a “welcome address” to guests at event from stage (or emcee can give a message for you). Messaging to be submitted for approval to March of Dimes before deadline.
- Verbal recognition as Presenting Sponsor from stage at event
- CEO letter in program

2017 Signature Chefs Auction: Sponsorship Opportunities

Platinum Sponsor - \$20,000

Promotional Benefits

- Logo/name recognition as Platinum Sponsor featured on event promotional pieces, including but not limited to:
 - Four mentions (minimum) on social media (Facebook or Twitter)
 - Event emails (including electronic Save the Date and Invitation)
 - Event website with link to company website
 - Event TV or print ads (if applicable)
- Use of marks and logo in mutually agreed co-branded custom promotion for Signature Chefs Auction (March of Dimes final approval)

Preview Party

- Ten (10) invitations to Preview Party
- Logo/name recognition as Platinum Sponsor featured on event promotional pieces, including but not limited to:
 - All event signage and media screens
 - Event invitation (electronic)

Event Benefits

- One (1) table of ten with VIP placement
- Ten (10) invitations to VIP Reception
- Full-page ad in the event program (premier placement)
- Logo/name recognition as Platinum Sponsor in the printed event program
- Logo/name recognition as Platinum Sponsor on all event signage and media screens
- Verbal recognition as Platinum Sponsor from stage at event
- Custom Benefit with integrated branding opportunities- May include valet, auction, registration, or other event element (Based upon availability and designed collaboratively with March of Dimes)

2017 Signature Chefs Auction: Sponsorship Opportunities

Gold Sponsor - \$15,000

Promotional Benefits

- Name recognition as Gold Sponsor featured on event promotional pieces, including but not limited to:
 - Two mentions (minimum) on social media (Facebook or Twitter)
 - Event emails (including electronic Save the Date and Invitation)
 - Event website with link to company website
 - Event print ads (if applicable)
- Use of marks and logo in mutually agreed co-branded custom promotion for Signature Chefs Auction (March of Dimes final approval)

Preview Party

- Ten (10) invitations to Preview Party
- Logo/name recognition as Gold Sponsor featured on event promotional pieces, including but not limited to:
 - All event signage and media screens
 - Event invitation (electronic)

Event Benefits

- One (1) table of ten with VIP placement
- Ten (10) invitations to VIP Reception
- Sponsorship of one Signature Chef with logo/name recognition on:
 - Chef's table sign
 - Chef's page in printed program
- Half-page ad in the event program (premier placement)
- Logo/name recognition as Gold Sponsor in the printed event program
- Logo/name recognition as Gold Sponsor on all event signage and media screens
- Verbal recognition as Gold Sponsor from stage at event

2017 Signature Chefs Auction: Sponsorship Opportunities

Silver Sponsor - \$10,000

Promotional Benefits

- Name recognition as Silver Sponsor featured on event promotional pieces, including but not limited to:
 - Two mentions (minimum) on social media (Facebook or Twitter)
 - Event emails (including electronic Save the Date and Invitation)
 - Event website
- Use of marks and logo in mutually agreed co-branded custom promotion for Signature Chefs Auction (March of Dimes final approval)

Preview Party

- Ten (10) invitations to Preview Party
- Name recognition as Silver Sponsor featured on event promotional pieces, including but not limited to:
 - All event signage and media screens

Event Benefits

- One (1) table of ten
- Quarter-page ad in the event program
- Name recognition as Silver Sponsor in the printed event program
- Name recognition as Silver Sponsor on all event signage and media screens
- Verbal recognition as Silver Sponsor from stage at event

2017 Signature Chefs Auction: Sponsorship Opportunities

Bronze Sponsor - \$5,000

Promotional Benefits

- Name recognition as Bronze Sponsor featured on event promotional pieces, including but not limited to:
 - Two mentions (minimum) on social media (Facebook or Twitter)
 - Event website
- Use of marks and logo in mutually agreed co-branded custom promotion for Signature Chefs Auction (March of Dimes final approval)

Preview Party

- Four (4) invitations to Preview Party
- Name recognition as Bronze Sponsor featured on event promotional pieces, including but not limited to:
 - All event signage and media screens

Event Benefits

- One (1) table of ten
- Name recognition as Bronze Sponsor in the printed event program
- Name recognition as Bronze Sponsor on all event signage and media screens
- Verbal recognition as Bronze Sponsor from stage at event

Fund the Mission

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.

2017 Signature Chefs Auction: Sponsorship Opportunities

Sponsorship Commitment Form

March of Dimes invites you to support the Signature Chefs Auction. This tasteful affair provides a unique opportunity to co-brand your company with the vital efforts of the March of Dimes to give every baby a fighting chance. Guests will be participants in an evening of culinary masterpieces, provided by premier local chefs, and exceptional auction packages.

Yes! I would like to sponsor the Signature Chefs Auction.

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)
☐ 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 mail original form to:

March of Dimes • 3550 North Central Avenue, Suite 610 • Phoenix, Arizona • 85012
Phone (602) 287-9925 • Email cfrolander@marchofdimes.org