

signature chefs auction
november 2009



The March of Dimes
Signature Chefs AuctionSM
is Grand Rapids' biggest
fundraising party. This gourmet
extravaganza will feature the
skills and creativity of over 20
of the finest chefs and hottest
restaurants in West Michigan.

Geared toward individuals who enjoy fabulous cuisine, fine wine, travel and entertainment. This event includes over 20 local chefs who present their signature dishes in tasting form. Guests enjoy the opportunity to bid on incredible silent auction packages and creative & unique culinary packages in the live auction. Auction packages may include dinners, hotel stays and vacation getaways to raise funds to help America's babies.

WHO ATTENDS OUR EVENT

- An upscale market of individuals who enjoy gourmet food events
- Corporate executives and spouses
- Community leaders and influencers
- Equal numbers of men and women attend culinary events
- 35 to 60 age range
- 85% are college graduates
- Average income of \$75,000 - \$100,000
- 75% of guests are married

Corporate Sponsorships

Exclusive Presenting Sponsorship \$15,000

This sponsorship will provide full and complete recognition as an Exclusive Presenting Sponsor of the 2009 Signature Chefs Auction

Benefits:

- Logo placement on the following:
 - 2,500 Save the Date Cards (logo)
 - 2,500 Invitations
 - 1,500 Tickets
 - 500 Ticket Holders
 - 500 Posters
 - 1,500 Event Program Books (cover and within)
 - 10,000 Guest Checks
- Two Corporate Tables with reserved seating for (10) each
- Corporate Table Signage
- On-site Signage/Banner at Event
- Opportunity to Host Opening Remarks
- Full Page Ad (6"W x 6 7/8"H) in Program Book
- Mention in Press Releases as an Exclusive Presenting Sponsor
- Employee Volunteer Opportunities
- Complimentary Wine on Tables

Event Sponsorship \$10,000

This sponsorship will provide full and complete recognition as an Event Sponsor of the 2009 Signature Chefs Auction

Benefits:

- Logo placement on the following:
 - 2,500 Save the Date Cards (logo)
 - 2,500 Invitations
 - 1,500 Tickets
 - 500 Posters
 - 1,500 Event Program Books (cover and within)
- 10,000 Guest Checks
- Two Corporate Tables with reserved seating for (10) each
- Corporate Table Signage
- On-site Signage/Banner at Event
- Full Page Ad (6"W x 6 7/8"H) in Program Book
- Mention in Press Releases as an Event Sponsor
- Complimentary Wine on Tables

Corporate Sponsorships

Gold Sponsorship \$8,000

This sponsorship will provide full and complete recognition as a **Gold Sponsor** of the 2009 Signature Chefs Auction

Benefits:

- Logo placement on the following:
 - 2,500 Save the Date Cards (logo)
 - 2,500 Invitations
 - 500 Posters
 - 1,500 Event Program Books (within)
 - 10,000 Guest Checks
 - Two Corporate Tables with reserved seating for (10) each
 - Corporate Table Signage
 - On-site Signage/Banner at Event
 - Half page ad (7"W x 3 7/16"H or 3 1/2"W x 6 7/8"H) in program book
 - Mention in Press Releases as Gold Sponsor
 - Complimentary Wine on Tables
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Silver Sponsorship \$5,000

This sponsorship will provide full and complete recognition as a **Silver Sponsor** of the 2009 Signature Chefs Auction

Benefits:

- Logo placement on the following:
 - 2,500 Invitations
 - 1,500 Event Program Books (within)
 - Corporate Table with reserved seating for (10)
 - Corporate Table Signage
 - Half page ad (7"W x 3 7/16"H or 3 1/2"W x 6 7/8"H) in program book
 - Complimentary Wine on Table
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Bronze Sponsorship \$3,500

This sponsorship will provide full and complete recognition as a **Bronze Sponsor** of the 2009 Signature Chefs Auction

Benefits:

- Logo placement on the following:
 - 1,500 Event Program Books (within)
 - Corporate Table with reserved seating for (10)
 - Corporate Table Signage
 - Half page ad (7"W x 3 7/16"H or 3 1/2"W x 6 7/8"H) in program book
 - Complimentary Wine on Table
-

Corporate Table Sponsorship \$1,750

This sponsorship will provide full and complete recognition as a **Corporate Table Sponsor** of the 2009 Signature Chefs Auction

Benefits:

- Corporate Table with reserved seating for (10)
- Corporate Table Signage
- One quarter page ad (3 1/2"W x 3 7/16"H) in program book
- Complimentary Wine on Table

2009 Sponsorship Agreement

| | Exclusive Presenting \$15,000 | Event \$10,000 | Gold \$8,000 | Silver \$5,000 | Bronze \$3,500 | Corporate Table (10 top) \$1,750 | Ad in event program book Full- \$500 1/2- \$250 1/4 \$150 |
|--|-------------------------------|----------------|--------------|----------------|----------------|----------------------------------|---|
| Corporate Table(s) included with sponsorship | 2 | 2 | 2 | 1 | 1 | 1 | |
| Logo on COVER of Event Program Book (2,500 printed) | X | X | | | | | |
| Logo in Event Program Book (1,500 printed) | X | X | X | X | X | | |
| Logo on Save The Date Card (2,500 printed) | X | X | X | | | | |
| Logo on Event Invitations (2,500 printed) | X | X | X | X | | | |
| Logo on Guest Check Promotional Piece (10,000 printed) | X | X | X | | | | |
| Logo on Event Ticket (1,500 printed) | X | X | | | | | |
| Logo on Ticket Holder (500 printed) | X | | | | | | |
| Logo on Event Poster (500 printed) | X | X | X | | | | |
| Ad in Program book | FULL | FULL | 1/2 | 1/2 | 1/2 | 1/4 | Based on price |
| Prominent placement of Signage/Banner at event | X | X | | | | | |
| Opportunity to speak and/or company display | X | | | | | | |

Contact for Logo & Ad: Patty Osborn, 616.247.6861, posborn@marchofdimes.com
Ad Sizes: Full-6"W x 6 7/8"H, Half- 7"W x 3 7/16"H or 3½"W x 6 7/8"H, Qtr.-3½"W x 3 7/16"H

For further information or to get involved, please contact:

Tammy Kingma,
 Division Director, March of Dimes
tkingma@marchofdimes.com
 3351 Claystone St. SE, Suite G20, Grand Rapids, MI 49546 phone:(616)222-6826 fax:(616) 247-6864

2009 Sponsorship Agreement

Date: November 9th, 2009

**Location: DeVos Place
Steelcase Ballroom**

- Exclusive Presenting Sponsorship \$15,000
- Event Sponsorship \$10,000
- Gold Sponsorship \$8,000
- Silver Sponsorship \$5,000
- Bronze Sponsorship \$3,500
- Individual Ticket (1) \$125
- Corporate Table (10) Sponsorship \$1,750

Please PRINT desired name as you would like it to appear on all printed materials.

Company Name _____

Contact Person _____ Title _____

Street Address _____

City, State, Zip _____

Phone Number _____ Fax Number _____

Email Address _____

TOTAL Sponsorship \$ _____

I have read the terms of the sponsorship proposal and agree to them in full

Fax to the March of Dimes (616) 247-6864

Make check payable to:

March of Dimes

3351 Claystone St. SE, Suite G20,

Grand Rapids, MI 49546

or call 616.247.6861

to pay by credit card

Company Representative

Date

March of Dimes Representative

Date

For further information, please contact:

Tammy Kingma,

Division Director, March of Dimes

tkingma@marchofdimes.com

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signaturechefsauktiongr.com

