

2019 Sponsorship Opportunities

PRESENTING SPONSOR - \$50,000 (\$30,000 Check and \$20,000 in-kind support)

- Premiere seating for two tables of ten
- Opportunity for company representative to speak from podium and introduce the Lifetime Achievement Award recipient
- Approximately 150 commercial spots to air on Comcast SportsNet and The Comcast Network. Company logo and name tagged on each spot. (\$30,000 media value)
- 500,000 banner impressions on CSNPhilly.com – name in text included on event banner ad (size 300x250)(\$5,000 media value)
- Recognition as a Presenting Sponsor in all media releases
- Company logo included on all event signage and media screens including but not limited to
 - Two (2) Step and Repeat banners used in reception area and VIP room and used for all event photos
 - Slide show during cocktail reception and main program
 - Logo featured on invitation and 450 program booklets
- Logo exposure in media opportunities placed by March of Dimes; specifically billboards as made available to the March of Dimes
- Opportunity to provide door prize and have your logo featured on the door prize tickets
- Logo and verbal inclusion on the Shining Star Awards Sizzle Reel for event marketing
- Recognition as the Presenting sponsor on Shining Star Awards Website – logo placement with hyperlink to company's webpage plus 100 word advertorial section
- Social Media Opportunity: Company name on Twitter and logo on Facebook (minimum of 12 posts)
- 2 full page advertisements in the event program book with prominent placement on the back & inside cover
- Opportunity to provide a full page company letter in the program booklet for 450 attendees
- 6 passes to the VIP Room during cocktail reception; Photo opportunity for (2) company representatives with the Shining Star Award honorees and athlete representatives
- One (1) Guest room, double occupancy, for the night of the event
- Four tickets to the March of Dimes Signature Chefs Gala in November

PLATINUM SPONSOR - \$20,000

- Premiere seating for two tables of ten
- Approximately 150 commercial spots to air on Comcast SportsNet and The Comcast Network. Company logo appears at the end of each spot (\$10,000 media value)
- Company logo included on all event signage and media screen including but not limited to
 - Sponsor slide shown on video screens in the cocktail reception and main ballroom
 - Logo placement on invitation (11/16) and program booklet for 450 attendees
- Recognition as Platinum Sponsor on Shining Star Awards website – logo placement with hyperlink to company's webpage
- Social Media Opportunity: Logo on Facebook
- 2 full page advertisement spread in the event program booklet with prominent placement
- 4 passes to the VIP Room during the cocktail reception. Photo opportunity for one company representative with the Shining Star honorees and athlete representatives
- One (1) Guest room, double occupancy, the night of the event
- Two tickets to the March of Dimes Signature Chefs Gala in November

DIAMOND AUCTION SPONSOR - \$15,000

- Preferred seating for one table of ten
- Company logo included on all event signage and video screens including but not limited to
 - Slide show during cocktail reception
 - Diamond Sponsor slide shown on video screens in cocktail hour and main ballroom
 - Logo placement on invitation
- Recognition as Diamond Sponsor on Shining Star Awards website with hyperlink to company's webpage
- Social Media Opportunity: Company name included on Auction related posts on Shining Star Awards Twitter and Facebook accounts (5 posts between December 2017 and January 2018)
- 1 Full page advertisement in the event program booklet for 450 attendees
- Logo on all Auction materials including but not limited to
 - Two (2) emails to CSNPhilly.com and March of Dimes database (minimum 11,000)
 - Live mentions by Auctioneer during Live Auction
 - Logo inclusion on video screens shown during Live Auction
 - Logo on Silent Auction bid sheets, auction inserts, description sheets and bidder paddles (12/16)
- 2 passes to the VIP Room during the cocktail reception. Photo opportunity for one company representative with the Shining Star Honorees and athlete representatives
- Opportunity to donate an auction package

GOLD SPONSOR - \$10,000

- Preferred seating for one table of ten
- Company logo included on all signage including but not limited to
 - Gold sponsor slide shown on video screens in main ballroom
 - Gold sponsor slide shown on video screens during cocktail hour
 - Logo placement on invitation
- Logo placement and hyperlink to company's website on the Shining Star Awards website
- 1 Full page advertisement in the event program booklet for 450 attendees
- 2 passes to the VIP Room during the cocktail hour

SILVER SPONSOR - \$5,000

- Seating for one table of ten
- Company logo included on all event signage and media screens including but not limited to
 - Silver sponsor slide shown on video screens during the cocktail and in the main ballroom
 - Name recognition during the cocktail hour and silent auction on video screens
- Logo inclusion and hyperlink on the Shining Star Awards website
- 1 full page advertisement in the event program booklet for 450 attendees
- 2 passes to the VIP Room during the cocktail

BRONZE SPONSOR - \$3,500

- Seating for one table of ten
- Recognition as Bronze Sponsor on the Shining Star Awards website
- 1 full page advertisement in the event program booklet for 450 attendees
- Company name included on video screens in the cocktail reception and main ballroom

Journal and Reservation Choices

INDIVIDUAL TICKETS \$200

½ PAGE AD \$300

2 FULL PAGE ADS (SPREAD) \$1,000

¼ PAGE HONOREE AD \$150

1 FULL PAGE AD \$500



Sponsorship Pledge Form

January 2020
Business Attire

YES, WE WOULD LIKE TO PLEDGE OUR SUPPORT TO THE MARCH OF DIMES.

Sponsorship Contact (*please print*)

Company Name (*as it should be listed*)

Address

City

State

Zip

Signature

Phone

Fax

Email

SPONSORSHIP OPPORTUNITIES

JOURNAL & RESERVATION CHOICES

Presenting Sponsor **\$30,000 + \$20,000 in-kind**

Platinum Sponsor **\$20,000**

Diamond Sponsor **\$15,000**

Gold Sponsor **\$10,000**

Silver Sponsor **\$5,000**

Bronze Sponsor **\$3,500**

2 Full Pages (spread) **\$1,000**

Full Page **\$500**

Half Page **\$300**

Individual Tickets **\$200**

PAYMENT METHOD (*Please circle one*) – AMEX MasterCard Visa Bill Me

Credit Card Number

Expiration Date

CVV Code

Name of Cardholder

Signature

Please scan and return this form to: Susan Elder at selder@marchofdimes.org or mail to:

March of Dimes

Attn: Southeast PA / Southern NJ Market

PO Box 18819

Atlanta, GA 31126

In Pennsylvania, the official registration and financial information of March of Dimes may be obtained from the Pennsylvania Department of State by calling toll-free, within Pennsylvania, 1-800-732-0999. In New Jersey, information filed with the Attorney General concerning this charitable solicitation and the percentage of contributions received by the charity during the last reporting period that were dedicated to the charitable purpose may be obtained from the Attorney General of the State of New Jersey by calling 973-504-6215 and is available on the internet at <http://www.state.nj.us/lps/ca/charfm.htm>. Registration with the Attorney General does not imply endorsement.