

A photograph of a woman with dark curly hair kissing a baby on the cheek. The woman is wearing a white top, and the baby is wearing a grey t-shirt and blue shorts. The background is a bright, indoor setting with a window and some toys.

# **SIGNATURE VIRTUAL GALA SAN DIEGO**

## **SPONSORSHIP OPPORTUNITIES**

### **WHEN**

November 18, 2021



# 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.

## 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.

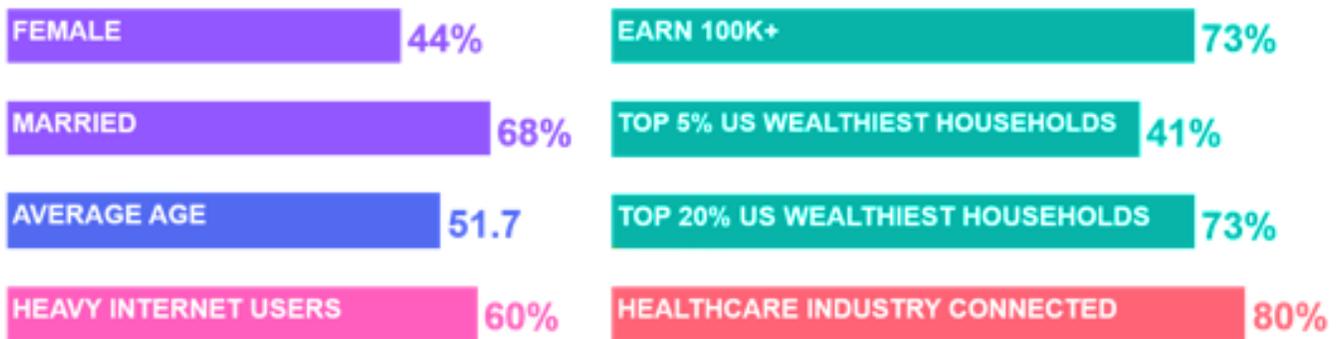
## ABOUT THE VIRTUAL SIGNATURE GALA

Revamping the fall event, the March of Dimes Virtual Signature Gala celebrates the fight for healthy moms and strong babies with multiple opportunities to connect throughout the month of November. The virtual event will be November 18<sup>th</sup> at 5:30pm and a VIP event with special guests at 5:00pm. We will be honoring the best of San Diego's maternal and infant health researchers, healthcare workers, companies and more. Help us honor those who work in partnership and tirelessly to further the mission of March of Dimes.



Images courtesy of Rich Cruse Photography.

## National Demographic Appeal





# SPONSORSHIP OPPORTUNITIES

As a sponsor of the Signature Gala, your company will receive the following benefits throughout the campaign:

## GOLD SPONSOR —\$7,500

- Campaign Virtual Kickoff - virtual event held prior to host events
  - Logo/name on the digital invite
  - Verbal and logo recognition included in day-of presentation
  - Opportunity for video spots highlighting sponsors
- Pre-event marketing pieces featuring your company as a Gold Sponsor with listing on:
  - Digital event invitations
  - Geo-targeted event social media announcements (i.e. Facebook, Twitter, and LinkedIn)
  - Campaign emails
  - Campaign website with link to company website
- Use of March of Dimes logo (with approval)
- Campaign Local Impact – virtual event to thank all participants
  - Logo on the digital invite
  - Verbal and logo recognition included in day-of presentation
  - Post event thank you email recognizing sponsors
- Mention in the social announcement with photo
- Custom activation with integrated branding opportunities within one of the following:  
(Chosen opportunity will be designed collaboratively with March of Dimes and your company.)
  - Awards
  - VIP Reception
  - Registration
  - Presentation
  - Silent Auction
  - Dinner
  - Fund the mission
  - Thank you
  - Cheers
  - Virtual Program
- Four VIP tickets



## **SILVER SPONSOR —\$5,000**

- Pre-event marketing pieces featuring your company as a Silver Sponsor with listing on:
  - Digital event invitations
  - Geo-targeted event social media announcements (i.e. Facebook, Twitter and LinkedIn)
  - Campaign emails
  - Campaign website with link to company website
- Use of March of Dimes logo (with approval)
- Campaign Virtual Kickoff - virtual event held prior to host events.
  - Verbal and logo recognition included in day-of presentation
- Use of March of Dimes logo (with approval)
- Custom activation with integrated branding opportunities within one of the following:  
(Chosen opportunity will be designed collaboratively with March of Dimes and your company.)
  - Awards
  - Presentation
  - Silent Auction
  - Dinner
  - Thank you
  - Virtual Program
- Two VIP tickets

## **BRONZE SPONSOR—\$2,500**

- Pre-event marketing pieces featuring your company as a Bronze Sponsor with listing on:
  - Campaign emails
  - Campaign website with link to company website

## **ACTIVATIONS**

### **AWARDS**

- Mention of company name when referencing awards throughout the program

### **VIP RECEPTION**

- Opportunity to lead Q&A
- Premier logo placement on VIP Invitation

### **REGISTRATION**

- Premier logo placement on registration page

### **PRESENTATION**

- Logo placement on all presentation slides

### **SILENT AUCTION**

- Premier logo placement on Silent Auction page



- Mention of company name when referencing the Silent Auction throughout the program

## **DINNER**

- Mention of company name when referencing the dinner provided for VIP Reception

## **FUND THE MISSION**

- Mention of company name when referencing Fund the Mission donations

## **THANK YOU**

- Premier logo placement on all thank you emails

## **CHEERS**

- Mention of company name when referencing the cheers during the main program

## **VIRTUAL PROGRAM**

- Premier logo placement throughout the virtual program

## **FUND THE MISSION**

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 for the health of all moms and babies. Both companies and individuals have the opportunity to provide a donation that can serve as a Leadership or Matching Gift, both offering recognition and visibility in your alignment with our important mission.



# 2021 SPONSORSHIP COMMITMENT

## MARCH OF DIMES SAN DIEGO GALA

\_\_\_\_\_  
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 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 (DUE NO LATER THAN 30 DAYS BEFORE EVENT):

- Check enclosed (payable to March of Dimes)
- Please send me an invoice
- To make a payment via credit card please call March of Dimes Customer Service at 1-888-663-4637

### PLEASE SEND PAYMENT TO OUR CENTRALIZED ACCOUNTS TEAM:

March of Dimes  
Donation Processing Center  
PO Box 18819

### IF YOU HAVE QUESTIONS ABOUT THE EVENT PLEASE CONTACT

Jes Wade  
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