

A photograph of a woman with dark curly hair, seen from the side, kissing a baby on the cheek. The baby is looking towards the camera with a happy expression. The background is a bright, indoor setting.

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.

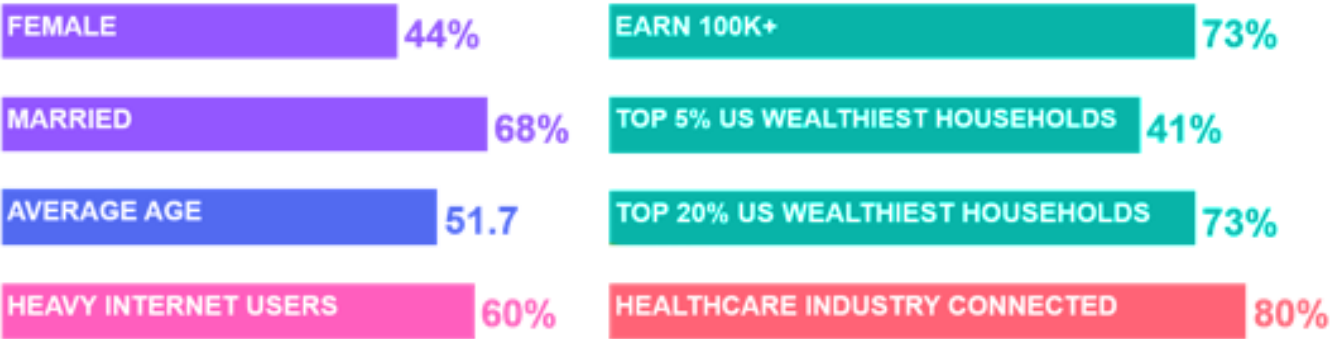
ABOUT THE VIRTUAL SIGNATURE GALA

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 18th 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

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