

*Jimmy Ray's Golf Shoot Out
for Healthy Babies
Sponsorship Proposal*

Monday, September 8, 2014

The Golden Horseshoe Gold Course-Williamsburg, VA



march  of dimes®
golf for babies®

Working together for stronger, healthier babies.

A History of Success

The March of Dimes helps moms have full-term pregnancies and healthy babies. And if something goes wrong, we offer information and comfort to families. We research the problems that threaten our babies and work on preventing them.



Since its founding in 1938, March of Dimes has consistently excelled at bringing together key stakeholders to address some of the world's gravest child health challenges. The March of Dimes lone concern has always been to give children a healthy start. We first defeated polio, then we brought together the first concerted effort to focus on birth defects. Today, we continue that quest and are simultaneously addressing the crisis of premature birth, birth defects and can raise fund research for diseases such as autism, SIDS, cancer, diabetes, and cystic fibrosis to name a few.

Together with our sponsors, volunteers and the families and babies we serve, we will look back and look forward at our events and in our communications.

our reputation:

- #1 recognized major health charity by moms
- #2 recognized major health charity by women
- 96% of population knows March of Dimes
- 97% of moms know March of Dimes
- 91% overall positive impression
- One of America's first (1938), best-loved and most respected nonprofit organizations

SOURCE: Gallup, 2010 and 2011

national expense allocation:

- 76% program services
- 13% fundraising
- 11% management and general

national program service allocation:

- 38% public and professional education
- 23% community services
- 15% research and medical support

March of Dimes offers signature events, programs and services that provide vehicles for engagement for companies and individuals. We invite you to discuss the variety of Golf for Babies sponsorship opportunities with your March and Dimes representative to create a partnership that meets your needs.

—Sponsor Levels—

Presenting Sponsor—\$10,000

As a Presenting Sponsor, your company will receive premier status at the golf tournament and...

- Your company's name as presenting sponsor on all print and media materials
- 100+ pre-recorded promos and live mentions on 97.3 The Eagle
- Logo placement on event website and event material
- Two Foursomes entry in tournament
- Four additional tickets to awards dinner
- Premium signage exposure at event
- Opportunity to Participate with the March of Dimes Healthy Babies Healthy Business Worksite Wellness Program

Dinner Sponsor— \$5,000

As the Dinner Sponsor, your company will receive premiere status at the golf tournament and...

- Live mentions on the Jimmy Ray & Jen Show on 97.3 The Eagle
- Foursome entry in golf tournament
- Logo placement on event website
- Company recognition at the event and on-air
- Four additional tickets to awards dinner
- Permission to display a company table with opportunity for product sampling at awards dinner
- Company banner exposure on main stage

Golf Cart Sponsor—\$3,000

As a Golf Cart Sponsor, your company will receive premiere sponsorship status at the golf tournament and...

- Live mentions on the Jimmy Ray & Jen Show on 97.3 The Eagle
- Access to participants
- Logo placement on event website
- Logo placement on all Golf Carts in prime view
- Company recognition at awards dinner
- Two additional tickets to awards dinner

—Sponsor Levels—

Lunch or Beverage Sponsor— \$2,000

As the Luncheon Sponsor, or company will receive premiere status at the golf tournament and...

- Live mentions on the Jimmy Ray & Jen Show on 97.3 The Eagle
- Logo placement on event website
- Access to all participants during the luncheon
- Permission to display a table with opportunity for product sampling at awards dinner
- Company banner exposure on main stage

OR...

As a Beverage Sponsor, your company will receive premier sponsorship status at the golf tournament and...

- Live mentions on the Jimmy Ray & Jen Show on 97.3 The Eagle
- Logo placement on event website
- Exclusive display rights for product sampling at event
- Access to participants day of event
- Company recognition at awards dinner

Exclusive Hole Sponsor— \$200

As an Exclusive Hole Sponsor, your company will receive:

- Live mentions on the Jimmy Ray & Jen Show on 97.3 The Eagle
- Exclusive Hole Ownership
- Product sampling station availability at hole
- Company identification at event and at awards dinner

Hole Sponsor (Non-Exclusive) — \$100

As a Hole Sponsor, you company will receive:

- Company identification at event

Fund the Mission Gift:

All donations are gratefully accepted to continue research funded by the March of Dimes.



JIMMY RAY'S GOLF SHOOT OUT
2014 Sponsorship Agreement



Company Name/Donor		
Primary Contact		
Address		
City	State	Zip Code
Phone	Fax	E-mail
Alternate Contact Person	Phone	E-mail

YES, we will support the March of Dimes, as a _____ in the amount of \$_____. (Level of Sponsorship)

Signature of Primary Contact _____ Date _____
(My signature indicates authorization to make this commitment on behalf of my company.)

YES, you may list my/our name in press releases, annual reports, and/or internal publications as a Golf for Babies contributor. Please publish my/our name as:

NO, I/we prefer the support remains anonymous. Please do not publish the name.

payment options: **(payment is due no later than 2 weeks prior to event)**

- check enclosed (payable to March of Dimes)
- credit card

Credit Card Number _____ Expiration Date _____
Circle One: Visa MasterCard American Express Discover

Name as it Appears on Card _____

Signature _____

Please mail completed form to:
March of Dimes ▪ 860 Greenbrier Circle, Suite 502 ▪ Chesapeake, VA ▪ 23320
Attention: Sheri Klym
Or fax to 757.361.0149 or E-mail at sklym@marchofdimes.com

The March of Dimes is a tax-deductible charity under section 501c (3) of the Internal Revenue Tax Code, described in section 509(a)(1) and 170(b)(1)(Vi). Federal Tax ID EIN: 13-1846366