

march  of dimes®

Signature *Chefs* Auction®

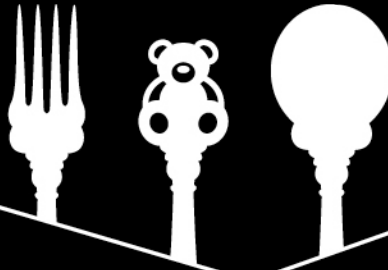
2017 Chef's Opportunities

Tampa Bay

Signature Chefs Auction

October 26, 2017

TPepin's Hospitality Centre



Chef Kenneth Tufo
Executive Chef
Sea Salt St. Pete
2017 March of Dimes
Signature Chefs Auction
Honorary Chef Chair

Greetings Chef,

It is my pleasure to invite you to join Tampa Bay's finest chefs and culinary professionals to highlight your own cuisine before an elite foodie audience of executive leaders and influencers from Tampa's Fortune 500 companies.

This special invitation is for the 2017 March of Dimes Signature Chefs Auction, to be held Thursday, October 26, 2017. The event is an invitation-only fundraiser that supports the lifesaving research and programs that help more moms have healthy, full-term pregnancies and healthy babies.

As the event's Honorary Chef Chair, I am passionately supporting the March of Dimes mission to give every baby a fighting chance.

The 2017 March of Dimes Signature Chefs Auction will be held at TPepin's Hospitality Centre. The evening kicks off with a culinary reception of top chefs serving their signature tastes, followed by a lively auction with unique and extraordinary items up for bid.

Throughout the night, 150 philanthropic and sophisticated business & social leaders will flow through the tasting stations to enjoy your cuisine while also supporting the mission of the March of Dimes.

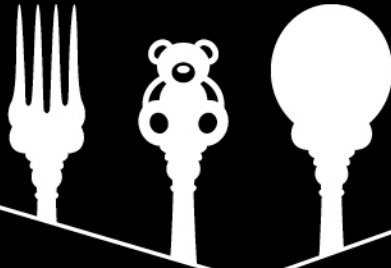
Prematurity is the #1 killer of babies in the United States. With one in 10 babies born prematurely in Florida, the March of Dimes mission is more urgent than ever.

Please refer to the enclosed Chef Participation Packet for full details. Completed agreements and questions or requests for additional information should be directed to our March of Dimes liaison: Bethany Shuman at bshuman@marchofdimes.org.

Thank you for your consideration! I look forward to partnering with you and showcasing your culinary talent at the 2017 March of Dimes Signature Chefs Auction.

Sincerely,
Chef Kenneth Tufo
Executive Chef, Sea Salt St. Pete

March of Dimes
Signature Chefs Auction



Signature Chefs Auction 2017

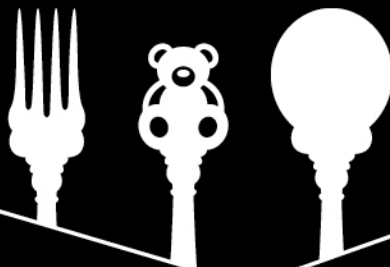
March of Dimes is the leading nonprofit organization for pregnancy and baby health. We are dedicated to improving the health of babies by preventing premature birth, birth defects and infant mortality.

We fulfill our mission by funding:

- Nobel Prize winning **research** offering hope and solutions
- **advocacy** fighting for legislation to protect the health of moms and babies
- **community programs** to provide local access to care
- **education** for health professionals and the greater community demonstrating why every week of pregnancy is so vital for a healthy delivery and healthier life

The March of Dimes annual Signature Chefs Auction provides your company with a unique cause marketing opportunity to co-brand your company with the vital mission of the March of Dimes.

Your restaurant will shine in the eyes of approximately 250 – 350 society members and business professionals who come to support our mission while enjoying an evening of fine cuisine created by local celebrity chefs, flowing wine, spirits and exclusive, exciting custom-created auction packages.



Event Information

Overview:

This year's event celebrates the 27th year of the Signature Chefs Auction. Guests will enjoy an evening of culinary delights highlighting Tampa Bay's finest chefs. The culinary tasting and silent auction are followed by a seated dessert and live auction where guests can bid on unique packages featuring exclusive dining experiences, travel and more.

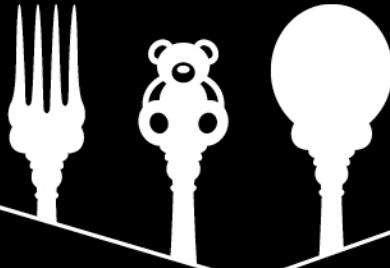
Donations support the March of Dimes mission to improve the health of babies by preventing birth defects, premature births, and infant mortality.

Event Co-Chairs:

Kelly Renner
Jim Stuart
Ernst & Young

Event Information:

Thursday, October 26, 2017
TPepin's Hospitality Centre
4121 N. 50th Street
Tampa, FL 33610

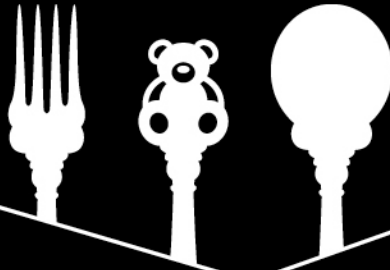


Attendees Demographics

The typical attendee:

- 55% female, 45% male
- High income: 45% with household income over \$100,000
- Well-educated: 87% college graduates, 36% with post-graduate education
- Baby Boomers and GenX-ers: 57% 30-49 years old, 21% 50-59
- Frequent restaurant goers: Eat dinner out an average of 10+ times per month
- Luxury car drivers: Average 2 cars per household; most of which are luxury cars
- Charitable – 68% see themselves as involved with or support charities

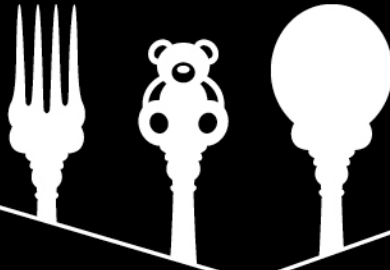
Attendees report being motivated to be present at Signature Chefs Auctions by a mixture of excellent food, great networking opportunities and charitable giving.



Participation Agreement

The Chef/Establishment agrees to provide the March of Dimes with the following:

- Prepare and serve one or two sample-size specialty dishes that will each serve 150 – 200 guests.
- All equipment needed for serving.
- An imaginative dining experience for the auction that will entice and appeal to sophisticated patrons. This auction package must be in written form; no verbal offerings will be accepted. Suggested minimum value of \$1,000.00. Be creative!
- Arrangement with high bidder concerning date and time of dining package for redemption by December 15, 2017. (Package must be valid for one year from event date)
- Permission to use chef's name and restaurant in all print materials used in conjunction with the event.



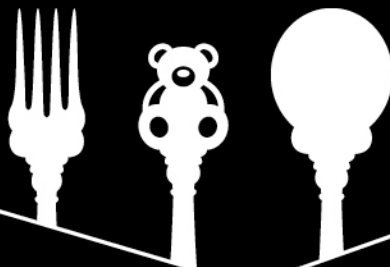
Participation Agreement

The March of Dimes agrees to provide the Chef/Establishment with the following:

- Exposure to 150 – 200 guests from the Tampa Bay area including corporate and civic leaders.
- Listing as a participant in press releases issued to broadcast and print media in the Tampa Bay marketing areas
- Listing as participant on Invitations
- Listing as participant included in event program
- A half page ad in the program book to include chef's picture, biography, and accomplishments.

Event Night

- Logo/Name of restaurant included in media presentation
- Chef recognition during program
- 2 individually draped 6-foot tables and linens will be provided by the venue. Signage featuring the chef and restaurant's name
- Two complimentary tickets available to owner/manager of restaurant



Sample Chef Auction Package Ideas

Get your creative juices flowing and tap your resources to help develop wonderfully memorable auction packages. Here are some ideas that have been real winners at past events...

Seafood Cooking Class

Seafood is a specialty and delicacy in most areas, but few of us know the secrets to these great meals. From shopping for the right fish to deboning and seasoning...this class would cover the basics of creating a seafood menu to impress. Prepare a meal and invite friends to join to taste your creations paired with the best wines to compliment your meal.

Ultimate Tailgate

Twenty guests will gather for the best party in town – a tailgate party before a sporting event. This can be hosted at the donor's home or at the chef's location of choice. Party includes a variety of appetizer delicacies and a bucket of local brews and wines. With the game on, all will enjoy the fun while tantalizing their taste buds.

Fat Tuesday

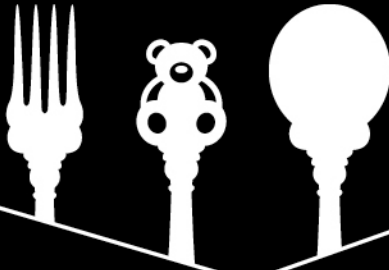
Every year thousands give up all their indulgences for forty days – let's give them a proper Fat Tuesday with all the rich and creamy favorites we love. A full meal with wine and cocktails for ten people on Fat Tuesday.

Guest Chef for a Day

Join the staff at your restaurant as a sous chef, learn prep, and help to create a meal for your guests. Help to serve your table of eight guests and make it an evening to remember. Choose wines and desserts to compliment your creation. Take home a chef's jacket and personalized menu from the evening.

Come on Over!

Join the chef in their home for dinner with their family. This is a chance to see a master at work in their own domain. Dinner includes wine and cocktails.



Signature Chefs Auction Package

To be filled out by chef or restaurant owner. Please print or type.

Please list package to be auctioned off in the live or silent auction at the event. Be creative! This is your chance to rally a significant bid for the March of Dimes.

We appreciate your generosity!

Name of Package:

Detailed Description of Your Package:

List Any Specific Restrictions:

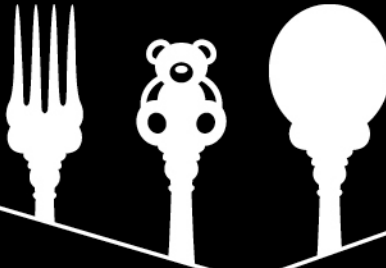
Expiration Date (if one applies): _____

Retail Value of Package _____

Please return this form by October 1 to:

March of Dimes
405 N. Reo Street; Suite 220
Tampa, FL 33609
ATTN: Signature Chefs Auction
Phone: (813) 898-4954 | Fax: (813) 287-8916
Email: bshuman@marchofdimes.org





Specialty Description

Please name and describe your Signature Dish to be served that evening. Please be specific. To avoid duplication, we may ask a chef to choose another dish, so submit your specialty as early as possible.

FIRST CHOICE: _____

Description: _____

What is the heat source _____ Need electric Y / N

SECOND CHOICE: _____

Description: _____

What is the heat source _____ Need electric Y / N

THIRD CHOICE: _____

Description: _____

What is the heat source _____ Need electric Y / N

Please return this form by October 1 to:

March of Dimes

405 N. Reo Street; Suite 220

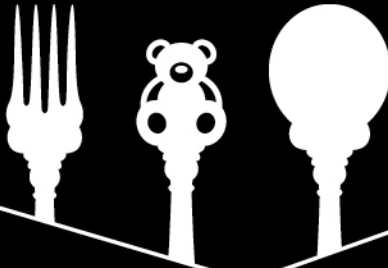
Tampa, FL 33609

ATTN: Signature Chefs Auction

Phone: (813) 898-4954 | Fax: (813) 287-8916

Email: bshuman@marchofdimes.org

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Signature Chefs Auction



Chef Biographical Information

Please provide the following information to be included on the website and in the Signature Chefs Auction program book. Each participant will have a half page, including a photograph. The more information you provide the better. Please include additional pages if necessary.

Chef's Name:

Culinary Experience: (include education, training, and other work experience)

Personal Information: (include family, hobbies, sports, favorite food)

Years at current establishment: _____

Restaurant name:

Restaurant address:

Restaurant Contact Numbers: Phone: _____ Fax: _____

Preferred way to communicate: Phone: _____ Fax: _____

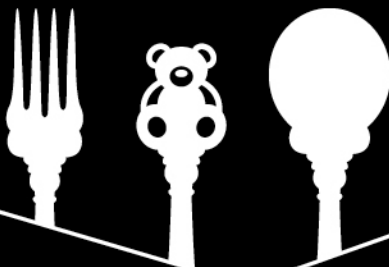
Email: _____

Restaurant ambiance: _____

Featured cuisine: _____

Please return this form by October 1

March of Dimes
Signature Chefs Auction



Confirmation Form

PLEASE RETURN THIS FORM
(Please print or type)

I, _____, an authorized representative of the stated establishment, agree to the terms of the Participant Agreement.

Signature of Chef, Owner and/or Manager

Date

Restaurant contact from this point forward:

Name: _____

Phone number: _____

E-mail address: _____

Website: _____

PR Firm contact information:

Name: _____

Phone number: _____

E-mail address: _____

Chef's name: _____

(As you wish it to appear in print materials)

Restaurant name: _____

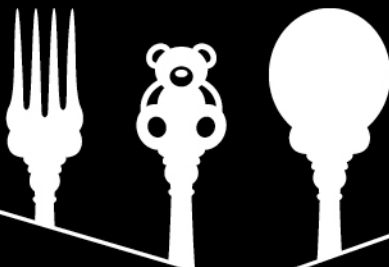
(As you wish it to appear in print materials)

I, _____, an authorized representative of the March of Dimes, agree to the terms of the Participant Agreement.

Signature of March of Dimes Staff Member

Date

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Signature *Chefs* Auction®



Package Checklist

PLEASE RETURN THIS FORM

(Please print or type)

Please send the following information to the March of Dimes office by October 1:

- Confirmation Form: _____
- Chef Biographical and Restaurant Information: _____
- Specialty Description: _____
- Auction Package: _____
- Chef's Photograph: _____
- Email Camera Ready Logo: _____
- Special Arrangements:

Please return this form by October 1 to:

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