



## 2017 SPONSORSHIP OPPORTUNITIES

To be held February 22, 2017 at  
the Ronald Reagan Building  
& International Trade Center  
Washington DC

400+ attendees

Nearly 60 **women** chefs,  
restaurant owners & mixologists

*benefiting*

**OCRFA**

Ovarian Cancer  
Research Fund Alliance

# ABOUT TURN UP THE HEAT

Over 400 people attend OCRFA's annual Turn Up the Heat gala to support Ovarian Cancer Research Fund Alliance by celebrating and sampling the culinary talents of nearly 60 of DC's best female chefs, restaurateurs and mixologists. 2017 marks the 12th year of this annual—and delicious!—event.

## ABOUT OCRFA Ovarian Cancer Research Fund Alliance

**Ovarian Cancer Research Fund Alliance (OCRFA)** is the largest global organization dedicated to advancing ovarian cancer research while supporting women and their families. As the voice for the ovarian cancer community, OCRFA funds private research, advocates for increased federal research and awareness dollars and furthers policies that give women access to the services they need, as well as supports women and their families before, during and after diagnosis. Collectively, OCRFA has invested over \$70 million in private ovarian cancer research and has been instrumental in helping to secure over \$2.2 billion federal dollars dedicated to ovarian cancer research and awareness and has ensured the issues faced by the ovarian cancer community are heard in local and national legislative offices since 1998. [Visit ocrfa.org](http://ocrfa.org)



Discover more at  
[www.turnuptheheatgala.org](http://www.turnuptheheatgala.org)

## YOU'RE IN GOOD COMPANY

### 2016 PARTICIPANTS

ANXO Cidery & Pinxtos Bar  
Bastille Restaurant  
Bistrot Royal  
Buffalo & Bergen  
Cava Mezze  
Centrolina  
Cooking With Drew  
Dog Tag Bakery  
Dolce Kitchen  
Dress It Up Dressing

Foodie Delights  
Grassroots Gourmet  
Greats Falls Tea Garden  
Halsa  
Hank's Oyster Bar  
Hollywood East Café  
L'academie De Cuisine  
Lebanese Taverna  
Matchbox Food Group  
Mixin' Mimi Mixology, LLC

Moorenko's Ice Cream  
Mystic Bourbon Liqueur  
Osteria Morini  
Pizzeria Paradiso  
Popcorn Queens  
Poste  
Provence Market Café  
Righteous Cheese  
RIS  
Roofers Union

Sally's Middle Name  
Santa Lucia Estate Coffee  
Seasons Culinary Services  
Society Fair  
Soup Up  
Stratford University  
School of Culinary Arts  
Sweet Pearlz Cheesecakes  
The Dabney  
The Daily Dish Restaurant

The Key Ingredient, LLC  
The National Press Club  
The Ronald Regan Building and  
International Trade Center  
The Swiss Bakery  
Thip Khao  
Urbana Dining & Drinks  
Veloce  
Whole Foods Market  
Zaytinya

# OUR REACH

## PAST TURN UP THE HEAT MEDIA COVERAGE HAS INCLUDED:

Washington Post Going Out Guide	94.7 FRESH FM DC Life Magazine	WDIW (What Do I Wear) Inside Look TV Magazine
Washingtonian "Best Bites" blog	GregsList DC Girl Meets Food	Hot Spots DC
Washington Life Magazine	Guilty of Style	
BisNow Scene	The List Are You On It	

## OCRFA SOCIAL MEDIA REACH:

		
63,600	21,500	4,700

**"If you want to see a concentrated gaggle of talented, humble female chefs, as well as the doctors and organizers, it's one of the most humble, awe-inspiring and appreciative events you could possibly attend."**

**-Susan Holt, CulinAerie in DC**

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# TITLE SPONSORSHIP LEVELS

*your participation makes a difference - it saves women's lives*

**Turn Up the Heat** is an important fundraiser for Ovarian Cancer Research Fund Alliance. Proceeds from this event enable us to provide education and support programs for the thousands of women and their families who will be diagnosed this year and to better educate medical professionals about risk and symptoms of this disease.

**DON'T MISS YOUR OPPORTUNITY TO SPONSOR TODAY!**



## CORDON BLEU (\$40,000)

- 30 event tickets with VIP\* reception access
- On-Stage Acknowledgement
- VIP Reception and Tasting Room Signage
- Option to provide branded item for event
- Recognition in all marketing materials, print and digital
- 2 Social Media Posts
- Logo and link on Turn Up the Heat Website
- Recognition in invitation\*\*, program signage and screens
- Full page ad in program \*\*\*

## AFICIONADO (\$5,000)

- 8 event tickets with VIP\* reception access
- Logo and link on Turn Up the Heat Website
- Recognition in invitation\*\* and event program
- Quarter page ad in program \*\*\*

## EPICUREAN (\$25,000)

- 20 event tickets with VIP\* reception access
- On-Stage Acknowledgement
- VIP Reception and Tasting Room Signage
- Recognition in all marketing materials, print and digital
- 1 Social Media Post
- Logo and link on Turn Up the Heat Website
- Recognition in invitation\*\*, program signage and screens
- Full page ad in program \*\*\*

## FOODIE (\$2,500)

- 4 event tickets
- Listing on Turn Up the Heat Website
- Recognition in invitation\*\* and event program

## CONNOISSEUR (\$10,000)

- 10 event tickets with VIP\* reception access
- On-Stage Acknowledgement
- VIP Reception and Tasting Room Signage
- Recognition in all marketing materials, print and digital
- Logo and link on Turn Up the Heat Website
- Recognition in invitation\*\*, program and signage
- Half page ad in program \*\*\*

## ENTHUSIAST (\$1,000)

- 2 event tickets
- Recognition in invitation\*\* and event program

\* VIP Reception passes are limited and deadlines apply  
\*\*Deadline to be listed in the invitation: November 17th, 2016  
\*\*\*Ad Submission: January 16th, 2017

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# SPECIALTY SPONSORSHIP OPPORTUNITIES

## WINE GRAB SPONSOR (SOLD)

A special opportunity to be our Wine Grab Sponsor for the event. For the first time in 2016, we offered a Wine Grab where guests chose a bottle of wine from the selection for a donation of \$25. Participants are then able to take home a bottle of wine valued at least \$25 or more; lucky winners won a bottle valued at \$50. This was a huge hit and we are looking to bring it back in 2017. Sponsors would be asked to donate a quantity of 200 bottles of wine and provide wine bags. Includes recognition and link on Turn Up the Heat website, event signage and on-site presence to interact with attendees. Sponsorship includes 4 tickets to the event.

## VIP RECEPTION (\$5,000)

Increase your visibility by sponsoring the VIP reception. Sponsorship includes recognition on Turn Up the Heat website, event invitation and program, and the opportunity to provide a branded item exclusive for VIP guests. Sponsorship includes 8 tickets to the event and additional benefits may be customized. Deadlines apply.

## PHOTO BOOTH SPONSOR (\$3,500)

The sponsorship that keeps giving! Attendees will take their picture in this fun and interactive photo booth and receive a branded picture to take home. This opportunity will go quickly and is sure to be a popular attraction. Includes logo on photo, branded signage, marketing in pre-event materials and 4 tickets to the event. Deadlines apply.

“It’s always been an honor to be a part of this event and support women, not only in their career choices and being in the kitchen—because it is a hard business for a woman—but also women in their fight against ovarian cancer, so it’s a win-win for us to be part of it.”

*Grace Shea, co-owner of Lebanese Taverna restaurants in the DC area.*

To discuss opportunities or customize a package to suit your needs, please contact Catie Dugan, Manager, Development and Events at (202) 517-6408 or [cdugan@ocrfa.org](mailto:cdugan@ocrfa.org).



Discover more at  
[www.turnuptheheatgala.org](http://www.turnuptheheatgala.org)

# THE NEED

Ovarian cancer is one of **the deadliest cancers for women**. One reason is that there is **no early detection test**, so most cases are diagnosed when the disease is advanced.

Ovarian cancer is the **5<sup>TH</sup> LEADING CAUSE** of cancer deaths in American women.

**200,000** WOMEN IN THE US ARE CURRENTLY LIVING WITH **OVARIAN CANCER**

**1 OUT OF 10**

grants are typically funded by OCRFA and the number of applications **continues to grow steadily**

## OUR IMPACT

### PRIVATE SECTOR FUNDING

1998 \$400,000

2006 \$4,200,000

2015 \$6,000,000

### FEDERAL FUNDING

OCRFA has been instrumental in securing



**\$2.2 BILLION**

IN FEDERAL FUNDING SINCE 1998

*for federal ovarian cancer awareness and research*

### SINCE 1998, WE'VE FUNDED

**\$70 MILLION**

*in private research, including*



**255 SCIENTISTS**

*at nearly*



**70 LEADING MEDICAL INSTITUTIONS**

### EDUCATING HEALTH PROVIDERS

OVER **11,000** STUDENTS

*a year learn about risk factors and symptoms from*

**700 SURVIVORS**



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For more information or to sponsor today, contact  
Catie Dugan, Manager, Development and Events,  
202-517-6408 or [cdugan@ocrfa.org](mailto:cdugan@ocrfa.org).

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Ovarian Cancer Research Fund Alliance is a recognized 501(c)3 organization. Our tax identification number is 13-3806788.

Charity Navigator has given OCRFA its top rating



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