

OCRFA's

**TURN UP
THE HEAT**

2018

SPONSORSHIP

OPPORTUNITIES

MARCH 7, 2018 • 6:30 PM

Ronald Reagan Building and International Trade Center
Washington, D.C.

Benefitting

OCRFA

*Ovarian Cancer
Research Fund Alliance*



ABOUT TURN UP THE HEAT

Since its inception, OCRFA's annual Turn Up the Heat event has raised nearly \$2.4 million to help fund ground-breaking research in the fight against ovarian cancer. Turn Up the Heat celebrates women chefs and mixologists in the DC metro area by showcasing their culinary talents for over 400 guests in a fun and lively setting.

In 2017, OCRFA presented the inaugural Chef on Fire award to Chef Amy Brandwein of Centrolina and we are excited to announce that Chef Marjorie Meek-Bradley of Smoked and Stacked will be our 2018 recipient. As part of our commitment to empowering women everywhere, the Chef on Fire award enables OCRFA to recognize and inspire female chefs as they blaze the trail for others in their industry. New in 2018, guests will have the opportunity to award a Mixologist of the Year through live voting during the event.

ABOUT OCRFA

Ovarian Cancer Research Fund Alliance (OCRFA) is the largest global organization dedicated to fighting ovarian cancer. OCRFA advances research to prevent, treat and defeat ovarian cancer, supports women and their families before, during and beyond diagnosis, and works with all levels of government to ensure ovarian cancer is a priority.

As the largest non-government funder of ovarian cancer research, OCRFA invests in innovative, promising research. And OCRFA is *the* voice for the ovarian cancer community: fighting for more resources and policies on Capitol Hill, helping future health professionals recognize the disease through our Survivors Teaching Students® program, providing hope and insight by pairing newly diagnosed patients with our Woman to Woman program and connecting survivors at our Ovarian Cancer National Conference. We are united to defeat ovarian cancer. [Visit ocrfa.org](http://ocrfa.org) to learn more.

YOU'RE IN GOOD COMPANY

Bar Rouge	Foodie Delights	Ronald Reagan Building and International Trade Center
Bastille	The Fourth Estate Restaurant	Sally's Middle Name
Blue Duck Tavern	Great Falls Tea Garden	Santa Lucia Estate Coffee
Bluejacket	The Hamilton	Saval Foods
Centrolina	Hank's Cocktail Bar	Seasons Culinary Services
Clyde's of Georgetown	Hank's Oyster Bar - Dupont	Smoked and Stacked
Clyde's of Tower Oaks Lodge	Hollywood East Café	Soup Up DC
Cooking with Drew	TheKeyIngredient, LLC	Stratford University School of the Culinary Arts
CulinAerie	Lebanese Taverna	Sweet Pearlz Cheesecakes
The Daily Dish Restaurant	Moorenko's Ice Cream	Thip Khao
Denizens Brewing Company	On Rye	Timber Pizza Co.
Dirty Habit	Osteria Morini	Urbana Dining & Drinks
Dog Tag Bakery	Radiator	Vinoteca & The Royal
Dress It Up Dressing	Rappahannock Oysters	Whole Foods Market
Estadio	RIS	Zaytinya
Farmers & Distillers	Ritz-Carlton Pentagon City	
Firefly	River Bend Bistro & Wine Bar	

"Turn Up the Heat is one of my favorite events. Not only is this fundraiser one of the most fun and organized events, but you also get to meet all the incredibly passionate and generous people who give up their time in order to support this amazing cause."

—Chef Theory So, Hank's Oyster Bar

OUR REACH

TURN UP THE HEAT MEDIA COVERAGE HAS INCLUDED:

Washington Post
Going out Guide

Washingtonian
“Best Bites” blog

Washington Life
Magazine

BisNow Scene

94.1 FRESH FM

DC Life Magazine

GregsList DC

Girl Meets Food

Guilty of Style

The List Are You On it

WDIW (What Do I Wear)

Inside Look TV Magazine

Hot Spots DC

NBC

ABC

The Tommy Show

On Tap Magazine

Bitches Who Brunch
(blog)

Restaurant Association—
Metropolitan Washington

Georgetown

Eventful.com

Capitol File

Metro Weekly

WUSA 9

“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

OCRFA SOCIAL MEDIA REACH:


60,532


4,133


5,338

TITLE SPONSORSHIP LEVELS

YOUR **PARTICIPATION** MAKES A DIFFERENCE—**IT SAVES** WOMEN'S LIVES

6PM: **VIP PREVIEW** • 6:30–9:00PM: **EVENT**

CORDON BLEU (\$40,000)

- 30 VIP Event Tickets with 3 reserved tables in VIP section
- Opportunity to provide on-stage remarks
- Sampling or product promotional opportunities on site including sampling table or booth, product integration with chefs or option for attendee gift
- Naming rights on 1 guest experience (Bar, DJ, etc.)
- Recognition in all marketing materials; print and digital
- 2 dedicated Social Media Posts
- Logo and link on the event Website
- Recognition in invitation*, program and screens
- Full page ad in program**

AFICIONADO (\$5,000)

- 8 VIP Event Tickets with 1 reserved table in VIP section
- Logo and link on the event Website
- Recognition in invitation*, program and screens
- Half page ad in program**

EPICUREAN (\$25,000)

- 20 VIP Event Tickets with 2 reserved tables in VIP section
- On-Stage Acknowledgement
- Sampling or product promotional opportunities on site including sampling table or booth, product integration with chefs or option for attendee gift
- Recognition in all marketing materials; print and digital
- 1 dedicated Social Media Post
- Logo and link on the event Website
- Recognition in invitation*, program and screens
- Full page ad in program**

FOODIE (\$2,500)

- 4 VIP Event Tickets
- Listing on Turn Up the Heat Website
- Recognition in invitation* and program

CONNOISSEUR (\$10,000)

- 12 VIP Event Tickets with 1 reserved table in VIP section
- On-Stage Acknowledgement
- Sampling or product promotional opportunities on site including sampling table or booth, product integration with chefs or option for attendee gift
- Recognition in all marketing materials; print and digital
- Logo and link on the event Website
- Recognition in invitation*, program and screens
- Half page ad in program**

ENTHUSIAST (\$1,000)

- 2 VIP Event Tickets
- Recognition in invitation* and program

Proceeds from Turn Up the Heat will support research to find new ways to prevent ovarian cancer, develop better methods to treat it and defeat it. Additionally, this event will provide funds for programs to support women fighting ovarian cancer before, during and beyond diagnosis.

DON'T MISS YOUR OPPORTUNITY TO SPONSOR TODAY!

*Deadline to be listed in the invitation: December 1st, 2017 ** Ad Submission: February 5th, 2018
VIP tickets include VIP Preview starting at 6:00PM

SPECIALTY SPONSORSHIPS

WINE GRAB SPONSOR (SOLD)

A special opportunity to be our Wine Grab Sponsor for the event. Guests are able to purchase a bottle of wine from the selection for a donation of \$20; the element of excitement comes from not knowing if the bottle they chose is valued at the same donation price or more. The Wine Grab sponsor is asked to donate a quantity of 200 bottles of wine with a minimum value of \$20 each—a mix (red, white, rosé) is preferred and should include several of those bottles valued at more than \$20. Sponsors are also welcome to provide branded wine bags for additional marketing exposure. Sponsorship includes 4 tickets to the event, recognition and link on OCRFA's Turn Up the Heat website, event signage, inclusion in social media, and the ability to have an on-site presence to interact with attendees to discuss your brand and products.

TEAL LOUNGE (\$15,000)

Increase your visibility by sponsoring the Teal Lounge. New this year, the Teal Lounge will be open to all VIPs throughout the evening in a prominent location to catch all the action happening in the Atrium. The Atrium will be the location of our Mixologist of the Year competition and Live Auction. The Teal Lounge will house tables for all of our sponsors and VIP guests as well as a Top Shelf Bar and exclusive chefs not open to general attendance.

Sponsorship includes recognition on Turn Up the Heat website, print and digital materials, event invitation, and event program and opportunity to provide a branded item exclusive for VIP guests. Sponsorship also includes 10 tickets and half page ad in program; 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.

THE NEED

OVARIAN CANCER IS
#1 of THE DEADLIEST
CANCERS for women



200,000
WOMEN IN THE U.S.
are currently living with
ovarian cancer



OVARIAN CANCER IS THE
5th LEADING CAUSE
of cancer deaths
in American women

ONE REASON IS THAT THERE IS
NO EARLY DETECTION TEST,
so most cases are diagnosed when the
disease is advanced



ONLY 1 out of **10 GRANTS**
can typically be funded by OCRFA
and the number of applications
continues to grow steadily



OUR IMPACT

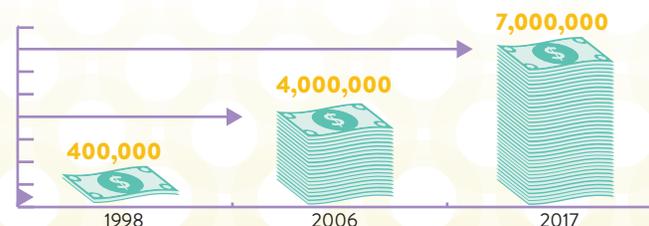
Since 1998, we've funded **OVER**

\$75 MILLION in
private research at



71 LEADING MEDICAL
INSTITUTIONS

LARGEST NON-GOVERNMENT FUNDER
of ovarian cancer research



OCRFA fought on Capitol Hill to help secure

\$2.2 BILLION

in federal funding since 1998
for ovarian cancer awareness and research

OVER 11,000
HEALTH PROVIDERS A YEAR
are educated about risk factors
and symptoms **from 800 survivors**



OCRFA's

TURN UP THE HEAT

For more information or to sponsor today, contact **Catie Dugan Vargas**, Manager, Development and Events, **202-517-6408** or cdugan@ocrfa.org

Discover more at www.turnuptheheatdc.org

Ovarian Cancer Research Fund Alliance is a recognized 501(c)3 organization. Our tax identification number is 13-3806788. To learn more about OCRFA, visit ocrfa.org



OCRFA
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