

OCRA's

**TURN UP
THE HEAT**

Celebrating
DC's
Female Culinary Superstars

2019

SPONSORSHIP

OPPORTUNITIES

MARCH 5, 2019 • 6:30 PM

The Anthem, Washington, D.C.

OCRA

benefitting
ovarian cancer
research alliance

ABOUT TURN UP THE HEAT

Since its inception, OCRA's annual Turn Up the Heat event has raised nearly \$2.6 million to help fund ground-breaking research in the fight against ovarian cancer. Turn Up the Heat celebrates more than 50 women chefs, mixologists and restaurateurs in the DC metro area by showcasing their culinary talents for over 400 guests.

OCRA is pleased to announce [Chef Seng Luangrath of Thip Khao](#) as our 2019 Chef on Fire! Through this recognition, OCRA seeks to recognize and empower female chefs as trailblazers for others in their industry.

ABOUT OCRA

Ovarian Cancer Research Alliance (OCRA) is the largest global organization dedicated to fighting ovarian cancer. OCRA 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, OCRA invests in innovative, promising research. And OCRA 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 [OCRAhope.org](https://www.OCRAhope.org) to learn more.

2018 PARTICIPANTS

YOU'RE IN GOOD COMPANY

Bastille Brasserie & Bar

Blue Duck Tavern

Bluejacket

Brookland's Finest
Bar & Kitchen

Centrolina

Cheesetique

Cooking with Drew

Crystal Gateway Marriott

Culinaerie

DBGB Kitchen & Bar

Denizens Brewing Company

Dirty Habit

Dog Tag Bakery

Dress it Up Dressing

Estadio

Farmers & Distillers

Foodie Delights

Great Falls Tea Garden

Hank's Oyster Bar

Hollywood East Cafe

iChef LLC – DC's Premiere Chef
for Hire Service

Grace Shea, Lebanese Taverna

Local DC Mixologist

Mixin' Mimi Mixology

Mola

Moorenko's Ice Cream

Olivia Macaron

Osteria Morini D.C.

Pin Up Preserves

Puddin'

Radiator

RIS

Sally's Middle Name

Santa Lucia Estate Coffee

Sauciety Restaurant at
The Westin National Harbor

Seasons Culinary Services

Smoked and Stacked

Sweet Pearlz Cheesecakes

The District Fishwife

The Fourth Estate at the
National Press Club

The Gather Company

TheKeyIngredient, LLC

The Swiss Bakery & Pastry Shop

Zaytinya

"The work that OCRA does is so important in the fight against Ovarian Cancer. Denizens Brewing Co. is proud to stand with them each year, and will continue to support them through our participation in Turn Up the Heat. If you care about women, then this is a cause you should get behind."

– Julie Verratti
Denizen's Brewing

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 —
Metroplitan Washington

Georgetown

Eventful.com

Capitol File

Metro Weekly

WUSA 9

OCRA SOCIAL MEDIA REACH:



61K+



1,400K+



5,400K+

"Throughout my career, I've been fortunate enough to participate in charity events around the country, but I have to say, there is no event like Turn Up the Heat. Having been involved with this organization since the first TUTH in DC, each year I've been able to see firsthand the undeniable energy and positivity that the female chefs and mixologists bring to the event. I'm proud to stand with this organization and do my part in our efforts to support ovarian cancer research."

– **Chef Amy Brandwein**, Centrolina

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 reserved seating in VIP section
- On-stage acknowledgment
- Sampling or product promotional opportunities on site including sampling table or booth, product integration with chefs or option for attendee gift
- Naming rights on guest experience (bar, DJ, etc.)
- Recognition in all marketing materials; print and digital
- 2 dedicated Social Media Posts
- Logo and link on Turn Up the Heat Website
- Recognition in Invitation*, program and signage
- Full page ad in program**

AFICIONADO (\$5,000)

- 8 VIP Event Tickets with reserved seating in VIP section
- Link on Turn Up the Heat Website
- Recognition in Invitation*, program and signage
- Half page ad in program**

EPICUREAN (\$25,000)

- 20 VIP Event Tickets with reserved seating 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 Turn Up the Heat Website
- Recognition in Invitation*, program and signage
- 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 reserved seating in VIP section
- On-stage acknowledgment
- Logo and link on Turn Up the Heat Website
- Recognition in Invitation*, program and signage
- 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 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 SUPPORT TODAY!

*Deadline to be listed in the invitation: December 3rd, 2018 ** Ad Submission: February 5th, 2019
VIP tickets include VIP Preview starting at 6:00PM

SPECIALTY SPONSORSHIPS

WINE GRAB SPONSOR (IN-KIND)

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 OCRA'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 (\$20,000)

Increase your visibility by sponsoring the Teal Lounge. The Teal Lounge will be open to all VIPs throughout the evening in a prominent location to catch all the action. 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 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.

CUSTOM ACTIVATION SPONSORSHIP

Want to support Turn Up the Heat? Let's discuss ways to leverage OCRA and your company. Benefits are flexible to match level of partnership. Print deadlines apply.

"Turn Up the Heat is a celebration of women for women. OCRA provides such a wonderful community of support and caring, of research and hope for so many women afflicted with ovarian cancer. And the women chefs do what they do—feed the world with love. Together we will win this fight!"

— Chef Ris Lacoste, Ris

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 OCRA and the number of applications continues to grow steadily



OUR IMPACT

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

\$80 MILLION in private research

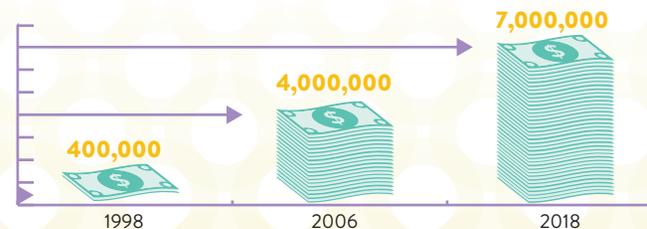


including **294 GRANTS** at nearly



73 LEADING MEDICAL INSTITUTIONS

LARGEST NON-GOVERNMENT FUNDER of ovarian cancer research



OCRA has been instrumental in securing over

\$2.5 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 **850** survivors



OCRA's

TURN UP THE HEAT

Celebrating
DC's
Female Culinary Superstars

**For more information or
to sponsor today, contact
Nikki Wargo, Senior Director,
Events and Corporate Partnerships,
212-268-1002 or nwargo@ocrahope.org**

Discover more at www.turnuptheheatdc.org

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

