

*Help ♦ Heal ♦ Hope*



American  
Heart  
Association®

*heart ball*

**2013 Lebanon Heart Ball**  
**February 23, 2013**  
***Lebanon Country Club***

Sponsorship Opportunities



# Our Mission:

**“Building healthier lives free of cardiovascular disease and stroke”**



Committed to advancing innovative medicine and research that fight heart disease and stroke



Committed to providing hope for our future—our children—by taking action to improve their heart health



Committed to using philanthropy as a catalyst for action and impact through behavior/lifestyle change

## American Heart Association Impact Goal:

**By 2020, improve the cardiovascular health of all Americans by 20 percent while reducing deaths from cardiovascular disease and stroke by 20 percent.**

### **RESEARCH:**

- **Angioplasty**
- **Blood Pressure and Cholesterol Lowering Drugs**
- **Bypass Surgery**
- **Stents**

### **ADDITIONAL AHA RESOURCES:**

- [www.americanheart.org](http://www.americanheart.org)
- [www.americanstrokeassociation.org](http://www.americanstrokeassociation.org)
- **Call Center: 1-800-AHA-USA1**

### **ADVOCACY/SCHOOL EDUCATION:**

- **Clean Indoor Act – Eliminates Smoking in Public Places**
- **FIT Kids – Makes P.E. a priority in public schools**
- **Jump Rope for Heart**

### [www.hearthub.org](http://www.hearthub.org)

- **Risk Assessments**
- **Heart Health Trackers**
- **Healthy Recipes**
- **Video Library**
- **E-Newsletters**
- **Healty Heart Trackers**

# The Lebanon Heart Ball – “The Cause Sponsor”:

**\$25,000**



## **MISSION OPPORTUNITY:**

- **Red Wine VIP Reception**

Kick off the next 10 years of the Lebanon Heart Ball with this exclusive pre-event celebration. Host past Heart Ball Chairpersons, valued sponsors and distinguished guests as you enjoy wine and food pairings prepared by a local chef, and hear about the exciting changes in store for the 2013 Lebanon Heart Ball.

- **Survivor Gallery**

This modern, sophisticated traveling photo exhibit honoring heart heroes in the community may include: child and adult patients and survivors, patients' families/caregivers, doctors, researchers, major donors, volunteers, etc. The gallery of photos will ultimately be displayed at the Heart Ball, following a tour of community sites.

## **EVENT OPPORTUNITY:**

- **VIP Auction Preview**

Home to one of the best Live Auction and Silent Auctions in the area, the Lebanon Heart Ball's auction is a celebrated effort. The VIP Auction Preview by this sponsor will draw the Heart Ball's most generous auction buyers & donors.

## **BENEFITS:**

- The opportunity to connect your organization's name to the life-saving work of the American Heart Association, which is recognized as one of the top 100 brands.
- Recognition at the podium the night of the Heart Ball as “The Cause Sponsor”
- VIP guest seating for 20 at the Heart Ball
- Message from your CEO inside the Heart Ball Program
- Prominent visibility as “The Cause Sponsor” on all Heart Ball printed materials including your company name and logo:
- “Save the Date” Card (must be committed by September 1, 2012)
- Heart Ball Invitation and Heart Ball Program (must be committed by November 16, 2012)
- Rights to use the 2012 Lebanon Heart Ball logo for 12 months
- Recognition as the Lebanon Heart Ball “The Cause Sponsor” in all press materials, newsletters and emails
- Two one-page acknowledgements in the Heart Ball Program – prime or choice location: 5” w x 8” h
- Company logo on local Heart Ball website, collateral materials and communications
- Link from the American Heart Association website to your website

# The Lebanon Heart Ball – “The Signature Sponsor”:

**\$15,000**



## **MISSION OPPORTUNITY:**

### • **Heart Healthy Poster Contest**

This sponsorship gives the opportunity to own and partner with American Heart Association in reaching out to local children and their families through a county-wide poster coloring contest. This program has been highly successful in sister markets and we are eager to introduce this opportunity to our community. Local children will be encouraged to create their vision of what heart health means to them. The winners of the contest will be recognized by the sponsor representative at the 2013 Lebanon Heart Ball. In addition, we can incorporate one of the drawings into our 2013 Heart Ball program.

Every child who participates in the contest will receive an American Heart Association Healthy Recipes Kids Love cookbook and the parents of each child will receive a sponsor branded “Healthy Living at Home” starter kit (which will include healthy grocery shopping guides, family activities and healthy lifestyle tips for the home).

The American Heart Association will work with local schools, businesses and point-of-sale locations to encourage children and their families to participate in the contest. Every family that participates will receive the following with sponsor logo prominently placed on the front of each document:

- Poster contest coloring template
- “Healthy Recipes Kids Love” Cookbook
- “Healthy Living at Home” starter kit with healthy shopping and lifestyle tips
- A follow-up card to remind each child of their commitment to living healthy lifestyles, three months after the contest ends.

Sponsor will have the opportunity to announce contest winner from podium at The Lancaster Heart Ball

## **EVENT OPPORTUNITY:**

### • **Red Heart Lounge**

Stylish VIP Cocktail Hour features AHA-themed “tastes”, e.g. red martinis, heart-shaped foods, red wines, etc. This exclusive opportunity allows the sponsor to brand the Red Heart Lounge, hand out promo items, and mingle with guests, while enjoying the comfort of the Red Heart Lounge area, not accessible to all guests. (Guest list to be determined by sponsor).



## **BENEFITS:**

- The opportunity to connect your organization's name to the life-saving work of the American Heart Association, which is recognized as one of the top 100 brands.
- Recognition at the podium the night of the Heart Ball as "The Signature Sponsor"
- VIP guest seating for 16 at the Heart Ball
- Message from your CEO inside the Heart Ball Program
- Prominent visibility as "The Signature Sponsor" on all Heart Ball printed materials including your company name and logo:
- "Save the Date" Card (must be committed by September 1, 2012)
- Heart Ball Invitation and Heart Ball Program (must be committed by November 16, 2012)
- Rights to use the 2013 Lebanon Heart Ball logo for 90 days
- Recognition as the Lebanon Heart Ball "The Signature Sponsor" in all press materials, newsletters and emails
- A one-page acknowledgements in the Heart Ball Program – prime or choice location: 5" w x 8" h
- Company logo on local Heart Ball website, collateral materials and communications
- Link from the American Heart Association website to your website

# The Lebanon Heart Ball – “The Heart Hero”

\$7,500

## MISSION OPPORTUNITY (Choose one):

- **CPR Anytime**

Distribute up to 25 Infant CPR kits or 25 CPR Anytime kits to the recipients of your choice.

- **Wellness Visit**

The opportunity to have health professionals (i.e. trainers, doctors, nutritionists) visit your business to provide tips and tools around wellness to your employees. AHA will provide presence at event or networking opportunities. Use of the AHA logo in promoting the event for a 30 day period. (Maximum 2 visits over the course of one year).

## EVENT OPPORTUNITY (Choose one):

- **Valet:** Branded valet service. Sponsor may provide a healthy evening snack/logo bottled water and thank you notes as guests depart.
- **Photo Area/Red Carpet:** Company logo to be featured as the backdrop for the event photo area.
- **Gift Bags:** Company branded exclusive gift bags given to Heart Ball attendees. Contents may include heart- and stroke-related items, educational information, high-end giveaways, and/or sponsor items.

## BENEFITS:

- The opportunity to connect your organization’s name to the life-saving work of the American Heart Association, which is recognized as one of the top 100 brands.
- Recognition at the podium the night of the Heart Ball as “The Heart Hero Sponsor”
- VIP guest seating for 12 at the Heart Ball
- Visibility as “The Heart Hero Sponsor” on all Heart Ball printed materials including your company name and logo:
- “Save the Date” Card (must be committed by September 1, 2012)
- Heart Ball Invitation and Heart Ball Program (must be committed by November 16, 2012)
- Rights to use the 2012 Lebanon Heart Ball logo for 90 days.
- Recognition as the Lebanon Heart Ball “The Heart Hero Sponsor” in all press materials, newsletters and emails
- A one-page acknowledgements in the Heart Ball Program –: 5” w x 8” h
- Company logo on local Heart Ball website, collateral materials and communications
- Link from the American Heart Association website to your website

# The Lebanon Heart Ball – “The Heart Champion”

\$5,000



## MISSION OPPORTUNITY (Choose one):

- **Dining Well Party**

Socialize and have fun while also learning about healthy lifestyles/nutrition.

- **Living Well Party**

Mix and mingle while also learning how to de-stress and relax; may include spa treatments, massage, relaxation techniques, meditation, yoga and/or tai chi. Use the AHA logo in promoting the “Living Well Party” for a 30 day period.

## BENEFITS:

- The opportunity to connect your organization’s name to the life-saving work of the American Heart Association, which is recognized as one of the top 100 brands.
- Recognition at the podium the night of the Heart Ball as “The Heart Champion Sponsor”
- VIP guest seating for 8 at the Heart Ball
- Visibility as “The Heart Champion Sponsor” on all Heart Ball printed materials including your company name and logo:
- “Save the Date” Card (must be committed by September 1, 2012)
- Heart Ball Invitation and Heart Ball Program (must be committed by November 16, 2012)
- Rights to use the 2012 Lebanon Heart Ball logo for 90 days.
- Recognition as the Lebanon Heart Ball “The Heart Champion Sponsor” in all press materials, newsletters and emails
- A one-page acknowledgements in the Heart Ball Program –: 5” w x 8” h
- Company logo on local Heart Ball website, collateral materials and communications
- Link from the American Heart Association website to your website



# The Lebanon Heart Ball – “The Heart Healer”

**\$2,500**



## **MISSION OPPORTUNITY (Choose one):**

- **Signature Drink Tasting**

Invite 50 guests to a tasting event in which the signature drink will be selected for the 2013 Lebanon Heart Ball.

- **Signature Dessert Tasting**

Host 50 guests for an evening of dessert tasting and select the signature dessert to be served at the 2013 Lebanon Heart Ball.

- **Heart Healthy Snack**

Provide a heart healthy snack for a Lebanon County afterschool program or Elementary School from a provided list of willing schools – limit 100 students.

## **BENEFITS:**

- The opportunity to connect your organization’s name to the life-saving work of the American Heart Association, which is recognized as one of the top 100 brands.
- Recognition at the podium the night of the Heart Ball as “The Heart Healer Sponsor”
- Guest seating for 6 at the Heart Ball
- Visibility as “The Heart Healer Sponsor” on all Heart Ball printed materials including your company name and logo:
- “Save the Date” Card (must be committed by September 1, 2012)
- Recognition as the Lebanon Heart Ball “The Heart Healer Sponsor” in all press materials, newsletters and emails
- A half-page acknowledgements in the Heart Ball Program –: 5” w x 4” h
- Company logo on local Heart Ball website, collateral materials and communications
- Link from the American Heart Association website to your website

# The Lebanon Heart Ball – “Heart of Gold”

\$1,500



## **BENEFITS:**

- The opportunity to connect your organization’s name to the life-saving work of the American Heart Association, which is recognized as one of the top 100 brands.
- Recognition at the podium the night of the Heart Ball as “The Heart of Gold Sponsor”
- Seating for 4 at the Heart Ball
- Visibility as “The Heart Healer Sponsor” on all Heart Ball printed materials including your company name and logo:
- Recognition as a Lebanon Heart Ball “The Heart of Gold Sponsor” in all press materials, newsletters and emails
- A half-page acknowledgements in the Heart Ball Program –: 5” w x 4” h
- Link from the American Heart Association website to your website

# The Lebanon Heart Ball – “Event Sponsor” - \$750

## **BENEFITS:**

- The opportunity to connect your organization’s name to the life-saving work of the American Heart Association, which is recognized as one of the top 100 brands.
- Recognition at the podium the night of the Heart Ball as an “Event Sponsor” of one of the following portions of the event (first come, first served): Wine, Hor’s deourvres, Band, Coat Check, Auctioneer, or Decorations.
- Recognition as a Lebanon Heart Ball “The Heart of Gold Sponsor” in all press materials, newsletters and emails
- A half-page acknowledgements in the Heart Ball Program –: 5” w x 4” h

# The Lebanon Heart Ball – “Event Patron” - \$350

## **BENEFITS:**

- Patron Listing in the Heart Ball Program
- 2 Seats at the Heart Ball

# Open Your Heart

If you are unable to attend the Lebanon Heart Ball, please consider a donation to “Open Your Heart” Appeal.

- Line recognition in the Heart Ball Program

For additional information regarding the 2013 Lebanon Heart Ball, please contact Erin Velazquez at 717-813-9290 or [erin.velazquez@heart.org](mailto:erin.velazquez@heart.org) or Deborah Landis at 717-207-4266 or [deborah.landis@heart.org](mailto:deborah.landis@heart.org)