



Heart Ball

Save the Date: Heart Ball October 14, 2017!

Heart Ball \$25,000 Sponsorship

Sponsorship Opportunities- Choose one mission activation from list below:

- **Research Reception** – Held post event, highlight local researchers or cardiologists that have benefited from the money raised by the American Heart Association
- **60 Minutes of Play** – Help combat childhood obesity by providing 1 school recess and PE equipment
- **Kids With HeART** – Partner with a local school to invite students will create a picture of what a heart healthy lifestyle means
- **What's Your Why Heart Hero Mural** – Students at Jump Rope For Heart schools are encouraged to “share their why” on a wall for everyone to see two weeks leading up and during their Jump Rope For Heart events
- **CPR in Schools** – Train hundreds of students with the basics of Hand-Only CPR. This will include 2 CPR anytime Kits and training for 2 High Schools.

These are included:

Media and Promotion Benefits

- Recognition in donated media outreach surrounding Heart Ball
- Company Logo on Heart Ball website
- Right to use the Heart Ball logo for 60 days around the event
- Logo on all Heart Ball and asset collateral material
- Sponsor one mission opportunity

Night of Benefits

- **Two Table of Ten** at the event
- Full-page recognition in the Heart Ball program
- Company logo on all print media
- Recognition from the stage during the event
- Logo on all print material at the event including the presentation, program, and signage
- 2 Special hotel rooms for the evening and VIP basket- while they last!
- 10 exclusive invites to our VIP party!



Heart Ball

Save the Date: Heart Ball October 14, 2017!

Heart Ball \$20,00 Sponsorship—Sold to Kindred Hospital

Become the Exclusive Auction Agent with all things from the Auction being championed by you PLUS an added community extra!

- Welcome signage at the entrance to the silent auction area with your company logo.
- Company logo on all silent auction signage for items being auctioned.
- Company logo on all bidder sheets.
- Company logo pens to be used on all bidder tables.
- Opportunity to use bags with your company logo to distribute auction items to the winners as a take-away reminder of your support.
- Thank you note message from company to all auction registrants and winners.
- Opportunity for company representative to join our auctioneer on the stage and assist with the live auction.
- Auction bidder paddles will have your company logo tag and/or special message from your company attached for all attendees to view
- The American Heart Association will provide your company a health education session for your staff or for our community with you as the recognized host. A great way to demonstrate that you care about the wellness of your staff or in the community at a local church, school, pueblo meeting hall, or other as agreed. All hand-outs will have your logo as well as an opportunity to include a special letter welcoming them to the event.

These are also included:

- Media and Promotion Benefits
- Recognition in donated media outreach surrounding Heart Ball
- Company Logo on Heart Ball website
- Use of the Heart Ball logo for 60 days around the event
- Logo on all Heart Ball and asset collateral material

Night of Benefits

- One table of Ten at the event
- Full-page recognition in the Heart Ball program
- Recognition from the stage during the event
- 10 exclusive invites to our VIP party!
- Company listed as the Exclusive Auction Agent on all print material at the event including the presentation, program, and signage



Heart Ball

Save the Date: Heart Ball October 14, 2017!

Heart Ball \$15,000 Sponsorship

Sponsorship Opportunities- Choose one mission or activation from list below:

- **Ready, Set, Ignite** – Event held at a local car dealership or home of care enthusiast, highlighting heart healthy facts. The evening would not be complete without your sponsoring the valet sponsor the night of the event. This allows a great opportunity to share a gift with guests.
- **Open Your Heart Video** – Sponsor the video played to draw attention to the Open Your Heart moment the night of the event, highlighting a survivor and their story –**SOLD to BCBS!**
- **Social Spark** – Inspire people to light the ‘Social Spark’ by engaging in conversation via social media channels
- **Auction Preview Party** – Bring together top auction donors, sponsors and major donors to preview key auction items prior to the event
- **Sweet Suite** – After party that could include a local pastry chef. Move coffee, after dinner drinks and desserts to a new part of the venue
- **Spark VIP Lounge** – After party that has a bar lounge feel. Highlight a signature cocktail and bring in a popular, local DJ or band
- **Garden Party** – Held post event at the home of the chair, local country club or park, highlight the work of the American Heart Association around nutrition
- **CPR in Schools** – Train hundreds of students with the basics of Hand-Only CPR. Provide 2 CPR in School Kits to two local schools

These are included:

Media and Promotion Benefits

- Recognition in donated media outreach surrounding Heart Ball
- Company Logo on Heart Ball website
- Use of the Heart Ball logo for 60 days around the event
- Logo on all Heart Ball and asset collateral material
- Sponsor one mission opportunity

Night of Benefits

- **One table of Ten** at the event
- Full-page recognition in the Heart Ball program
- Company logo on all print media
- Recognition from the stage during the event
- 10 exclusive invites to our VIP party!
- Listed on all print material at the event including the presentation, program, and signage



Heart Ball

Save the Date: Heart Ball October 14, 2017!

Heart Ball \$10,000 Sponsorship

Sponsorship Opportunities- Choose from one mission activation from list below:

- **Tribute Wall** – Visual opportunity for pre-committed Open Your Heart donors to be recognized and/or honor or memorialize
- **Photo Sponsor** – Sponsor the Step and Repeat or photo booth. Photos will be printed with your company logo –**Sold to UNMHSC!**
- **Appreciation Party** – Held post event, a small group of potential high-level donors have the chance to sit with one of our top cardiologist volunteers to learn more about our mission
- **CPR in Schools**- Provide 1 CPR in School Kit to local school

These are included:

Media and Promotion Benefits

- Recognition in all media outreach surrounding Heart Ball
- Company Heart Ball website
- Right to use the Heart Ball logo for 60 days around the event
- Logo on all Heart Ball and asset collateral material
- Sponsor one mission opportunity

Night of Benefits

- **One table of Ten** at the event
- Half-page recognition in the Heart Ball program
- 10 exclusive invites to our VIP party!



Heart Ball

Save the Date: Heart Ball October 14, 2017!

Heart Ball \$7,500 Sponsorship

Sponsorship Opportunities- Choose one mission activation from the list below:

- **F.A.S.T. Sponsorship**-The F.A.S.T. sponsorship can assist the American Heart Association in sharing the message around how to recognize the signs of a stroke. F.A.S.T. swag bag tag with messaging, F.A.S.T. messaging on power point presentation night of event, opportunity to distribute Stroke String necklaces to participants, F.A.S.T. messaging in Night of Event Program, Distribute F.A.S.T app information post event, Opportunity to speak from the stage with stroke messaging
- **Chairman's Toast**- This moment can be sponsored by company or ideally done by incoming chair to toast the outgoing chair and to thank them for their work. Also, opportunity to recognize those sponsors that have given for the evening. Includes Logo champagne glass to toast with for both chairs and up to 10 additional flutes. Logo on PowerPoint presentation during the moment
- **Chef's Corner** – Held post event, highlight the nutrition efforts of AHA by hosting an event with a local chef on hand preparing heart healthy food

These are included:

Media and Promotion Benefits

- Recognition in all media outreach surrounding Heart Ball
- Company Heart Ball website
- Right to use the Heart Ball logo for 60 days around the event
- Logo on all Heart Ball and asset collateral material
- Sponsor one mission opportunity

Night of Benefits

- **One table of Ten** at the event
- 10 exclusive invites to our VIP party!





Heart Ball

Save the Date: Heart Ball October 14, 2017!

Heart Ball \$5,000 Sponsorship

Sponsorship Opportunities- Choose from one mission activation from list below:

- **Various Naming Opportunities** – “Selling the Ball”:
 - Menu cards – **Sold to HME!**
 - Registration—**Sold to Alliance!**
 - Centerpieces- **Sold to East Mountain Hospice!**
 - Swag bag
 - Coat check
 - Champagne Welcome Toast- **Sold to Davita Medical Group!**
 - Coin that cocktail- **Sold to SPOK!**
- **Social Spark** –Turn Heart Ball communication into interactive dialogue among organizations, communities, and individuals. Inspire people to light the ‘Social Spark’ by engaging in conversation via social media channels during various Heart Ball events and at the night of the Heart Ball.
- Or allow us to provide to you or a NM location of your choosing and provide an education seminar on heart health, FAST stroke training, healthy cooking, or a corporate recess activity for your staff. We will do all the work and co-brand our materials with your logo. You take all the glory. This can be for your work place, YMCA, Boys/Girls Club, or other as agreed upon

These are included:

Media and Promotion Benefits

- Recognition in all media outreach surrounding Heart Ball
- Company Heart Ball website
- Right to use the Heart Ball logo for 60 days around the event
- Logo on all Heart Ball and asset collateral material
- Sponsor one mission opportunity

Night of Benefits

- **One table of Ten** at the event
- 10 exclusive invites to our VIP party!



Heart Ball

Save the Date: Heart Ball October 14, 2017!

Heart Ball Table - \$2,500

Night of Benefits

- Sponsor Table
 - Name of Company displayed on table night of the event
 - Name of Company listed on printed materials
 - **One table of Ten** at the event

Heart Ball Table - \$1,500

Night of Benefits

- **One table of Ten** at the event
- Name of Company displayed on table night of the event

Choose to sponsor the Heart Ball or
Choose to sponsor all year with a
Multi-event Sponsorship (Heart Ball, Go Red For
Women, and Heart Walk!)

Looking for something specific such as the
opportunity to have your donation help to work with
children, wellness activities for business, or provide
education to a specific group—let us know. We can craft something to fit your needs. That is
the partnership we want to create.



Terri Archibeque
Executive Director

Terri.Archibeque@heart.org