



American  
Heart  
Association®

CAMBRIA/SOMERSET

*heart ball*



## **2013 Heart Ball Sponsorship Opportunities**

**February 16, 2013  
Sunnehanna Country Club**



**The 2013 Cambria Somerset Heart Ball is a black tie event that offers an evening of gourmet dining, dancing, live and silent auctions, and outstanding entertainment. In 2013, the Heart Ball will celebrate its 26<sup>th</sup> year as one of the region's premier social events.**



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# About the American Heart Association

## ***Our Mission***

Building healthier lives free of cardiovascular diseases and stroke.

## ***Our Goal***

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

## ***Our Work in Cambria and Somerset Counties***

- Improving treatment - Conemaugh is certified "Get with the Guidelines" facility
- Advocating for better health – AHA advocated for the "Good Samaritan" Act in Pennsylvania
- Providing CPR Training – 3 training facilities, 9,744 people trained last year
- Educating local students– 14 schools participated in Jump Rope for Heart

## ***Did you know.....***

**According to the Pennsylvania Department of Health in 2009, 549 of 1812 deaths in Cambria County were caused by heart disease. In Somerset County, 285 of 921 deaths were caused by heart disease.**

**An average of 1 death every 38 seconds from cardiovascular disease**

**Each year, approximately 795,000 people experience a new or recurrent stroke**

**In 2012, an estimated 785,000 Americans will have a new coronary attack**



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## Cambria & Somerset Heart Ball Signature Sponsor

### Overarching opportunities

- Multi-year opportunity with locked-in price for three years
- Distinction as the **only** Signature Heart Ball Sponsor
- Right of first renewal
- Category exclusivity

### Marketing Benefits - Ways your company can leverage sponsorship of the 2013 Cambria Somerset Heart Ball

- Opportunity to align your company as a community leader in heart health by partnering with one of the nation's leading health organizations and one of the world's most respected top 100 brands
- Create and execute relevant engagement activities for 60-day period with use of sponsorship statement, such as: Company is the Signature Sponsor of the American Heart Association's Cambria Somerset Heart Ball
- Opportunity to participate on the Executive Leadership Team for the Cambria Somerset Heart Ball
- Provide premium items in gift bag at the Cambria Somerset Heart Ball
- Offer opportunity for attendees to experience your commitment to creating longer, stronger healthy lives in the region
- Activate 60-day rights to use the American Heart Association name and Cambria Somerset Heart Ball and Cambria Somerset Heart Society name and logo in region throughout your advertising and public relations to promote association with Heart Ball.
- Provides the ability to include logo and messaging in:
  - External advertising (print, TV, radio, web)
  - PR/media outreach
  - Internal and external newsletters/circulars
  - External, local Web site and/or employee intranet
  - Product promotions/giveaways to benefit the cause
  - Tie-ins to existing or customized events, contests, promotions, fundraisers, etc.
  - On-Site signage
- Company logo on AHA website, save-the-date cards, invitations
- Company logo on all other printed materials sent out, i.e. letters, sponsorship proposals, event information, etc.
- Welcome letter from company executive printed in Heart Ball program book
- Company name included in all press releases related to the Heart Ball
- Two full-page acknowledgements in the Heart Ball program book
- Membership in the exclusive *Heart and Stroke Champions* program, the American Heart Association's national registry of corporate partners donating \$10,000 or more.

### Recognition

- Premier logo recognition on signage or other appropriate venue
- Recognition in PR/media outreach activities specific to the Cambria Somerset Heart Ball
- Representation of Company through complimentary tickets (10 seats)
- Recognition by emcee/speakers at Cambria Somerset Heart Ball

**\$20,000**



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## AMERICAN HEART ASSOCIATION IN CAMBRIA & SOMERSET COUNTY

**\$10,000**

### **Sponsorship Opportunity**

#### After party

Opportunity to keep up momentum after the Heart Ball via the After Party! Be the host sponsor of a new after party. Tie in the importance of healthy lifestyle via dancing/activity, etc. This event is designed to engage up-and-coming community leaders and next generation philanthropists

#### Hopeful futures family event

Themed celebration around the health of children and families that may tie into existing Hugo activities or events in our market, e.g. Go Healthy activities, Healthy lunch, field day activities, tips and resources, etc.

#### Wellness visit

Opportunity to have a health professional e.g. trainers, doctors, nutritionist, visit local businesses to provide tips and tools around wellness

#### Poster contest

Art contest encouraging kids to create heart inspired poster designed; winning designs will be displayed at the Heart Ball, used in the quilts, etc.

**\$7,500**

### **Sponsorship Opportunity**

#### He'Art' of the matter

Opportunity to engage local artists to create their vision of what "heart" means to them; artwork will be auctioned off to benefit the AHA and may also be on display at local galleries, along with awareness materials to educate art community around heart-health.

#### Hopeful partners program

Fund and distribute 20 "Go Healthy" Champion kits via community activities; includes the ability to include inspirational, branded letter with kits distributed

#### Red wine tasting

Opportunity to host an exclusive pre-event party that gathers patrons and wine connoisseurs to taste and select wines to be served at the Heart Ball. Attendees will receive the latest heart-healthy recipes to pair with wines and see a brief presentation on the health benefits of red wine.

**\$5,000**

### **Sponsorship Opportunity**

#### Dining well Party

Opportunity to socialize and have fun & while learning about healthy lifestyles; may include healthy dinner party with recipe sharing, home & garden tour with nutritionist Q&A session to follow.

#### Day with the doctor

Gatherings that occur a few times a year to engage selected members in practical applications of science & introduce them to the local experts, e.g. hospital tour of cardiac wing, CVD surgery viewing, dinner with cardiologist.

#### Corporate club activity

Thank donors by inviting them to attend & bring kids and family to existing or new family-oriented corporate stewardship events

#### Living well house party

Opportunity to mix & mingle at a local spa or philanthropist's home while also learning how to de-stress & relax; may include spa treatments, massage, relaxation techniques, meditation, yoga or tai chi.

#### Infant CPR

Opportunity to fund and distribute 20 infant CPR kits via community activity

**In addition to your chosen asset above, your American Heart Association support includes the following valuable Heart Ball benefits:**

- Logo/name recognition on all materials and at the event
- 30-day activation right per event – "Event hosted by...."
- Text recognition in one newsletter entry around assets
- One table (10) at the Heart Ball , Ten (10) tickets to Heart Ball VIP event



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- Full page and/or half page recognition in the evening Dinner Journal\*  
(\$10,000 full page - \$7,500 & \$5,000 half page ad)

## ADDITIONAL SPONSORSHIP OPPORTUNITIES

**VIP Red Lounge Sponsor** - Stylish VIP cocktail oasis featuring themed drinks, food, etc.

**\$10,000**

Offers guest a chance to relax and get pampered.

- One table of 10 seats to the Heart Ball, 10 tickets to the Heart Ball VIP Reception Event
- Logo and presence on Red Lounge signage at VIP Red Lounge
- Ability to offer giveaways to VIPS at VIP Red Lounge
- Full page recognition in the Dinner program
- Membership in *Heart & Stroke Champions*, the National American Heart Association donor recognition club.
- Your company's logo to be prominently identified in all media promotions and the night of the event.
- Your company's logo to appear on the invitation.
- Verbal recognition from podium as Heart Ball Red Lounge Sponsor

**Red Carpet Photo** – Opportunity to welcome guests with the red carpet treatment and photo opportunity.

**\$10,000**

- Guest will receive a photo following the Heart Ball with a reminder message thanking them for their participation
- Logo/presence on the photo backdrop and photo frame sent to guests after the event
- One table of 10 seats to the Heart Ball, 10 tickets to the Heart Ball VIP reception event
- Full page recognition in the Dinner program
- Membership in *Heart & Stroke Champions*, the National American Heart Association donor recognition club.
- Your company's logo to be prominently identified in all media promotions and the night of the event.
- Your company's logo to appear on the invitation.
- Verbal recognition from podium as Heart Ball Red Carpet Sponsor

**Gift Bags** – compile and assemble “thank-you” gift bags for Cambria Somerset Heart Ball attendees.

**\$7,500**

- Logo/presence on gift bags and on gift bag materials
- Emcee recognition
- One table of 10 seats to the Heart Ball, 10 tickets to the Heart Ball VIP reception event
- Full page recognition in the Dinner program

**Platinum Corporate Table**

**\$5,000**

- One table of 10 seats at the Heart Ball
- Recognition on the 2013 Heart Ball website
- 10 tickets to the Heart Ball VIP Event
- Half page ad in the Dinner program
- Name recognition on event collateral materials
- Verbal recognition from podium





## ADDITIONAL SPONSORSHIP OPPORTUNITIES

<b>Gold Corporate Table</b>	<b>\$3,000</b>
<ul style="list-style-type: none"><li>• One table of 10 seats at the Heart Ball</li><li>• Recognition on the 2013 Heart Ball website</li><li>• 5 tickets to the Heart Ball VIP event</li><li>• Quarter page recognition in Dinner program, Verbal recognition from podium</li></ul>	
<b>Silver Corporate Table</b>	<b>\$2,500</b>
<ul style="list-style-type: none"><li>• One table of 8 seats at the Heart Ball</li><li>• Recognition on the 2013 Heart Ball website</li><li>• Quarter page recognition in Dinner program, Verbal recognition from podium</li></ul>	
<b>Gold Patron Table</b>	<b>\$1,500</b>
<ul style="list-style-type: none"><li>• Seating for 6 guests at the Heart Ball</li><li>• Name recognition in Dinner program, Verbal recognition from podium</li></ul>	
<b>Silver Patron Sponsor</b>	<b>\$1,000</b>
<ul style="list-style-type: none"><li>• Seating for 4 guests at the Heart Ball</li><li>• Name recognition in Dinner program , Verbal recognition from podium</li></ul>	
<b>Bronze Patron Sponsor</b>	<b>\$500</b>
<ul style="list-style-type: none"><li>• Seating for 2 guests at the Heart Ball</li><li>• Name recognition in Dinner program</li></ul>	

For more information about individual tickets, live and silent auction donations and program acknowledgements, please contact the American Heart Association at 814 941 3779