

### **Altoona Go Red for Women Luncheon**

The Go Red for Women Luncheon is an informative and enjoyable event to encourage women in the community to become champions for heart health. The luncheon raises awareness about the nation's number one killer of women: cardiovascular disease and number three: stroke. The theme focuses on the significant influence of women - in the community, at home, and at work - and emphasizes the importance of women's generational connection to health and decisions regarding maintaining heart health.

#### **Our Mission...**

Building healthier lives, free of cardiovascular diseases and stroke.

#### **Our Work...**

Improving patient care, advocating for better health, reaching out to populations at risk, raising awareness, protecting the future, and educating Americans.

#### **Our Goal...**

By 2020, to improve the cardiovascular health of all Americans by 20 percent while reducing deaths from cardiovascular disease and stroke by 20 percent. In 1999, the American Heart Association set a bold 10-year goal: To reduce coronary heart disease, stroke, and risk by 25 percent by 2010. We achieved the reduction in deaths ahead of schedule and made substantial progress against three of the six risk factors. Because of this success, the Board of Directors approved our new 2020 Impact Goal. This new goal looks beyond helping people reduce their risk of heart disease and stroke by focusing on helping them build stronger health and a better quality of life.

**American Heart Association  
610 Community Way  
Lancaster, PA**

## **Blair Go Red for Women**



## **American Heart Association**

**Thursday, May 25, 2017  
Blair County Convention Center**

**Altoona, Pennsylvania**

## Major Giving Opportunities

### Blair Go Red for Women- 2017

#### **PRESENTING SPONSORSHIP \*\* \$15,000**

- One Premier Table for 10 guests per table at the event.
- Inside front cover or back cover acknowledgement in the program book.
- Membership in Heart & Stroke Champions, the National American Heart Association donor recognition club.
- Logo recognition on Go Red for Women Save the Date cards and invitations as the Presenting Sponsor

#### **PLATINUM SPONSORSHIP \*\* \$10,000**

- Premier table for 10 guests at event.
- Full-page acknowledgement in program booklet.
- Membership in the American Heart Association's exclusive Heart and Stroke Champions, a national registry program of individuals and corporate partners donating \$10,000 or more.
- Logo recognition on Save the Date cards and Go Red for Women invitations as the Platinum Sponsor

#### **GOLD SPONSORSHIP \*\* \$7,500**

- Preferred table for 10 guests at event.
- Full-page acknowledgement in program booklet.
- Listing in the Program Booklet as a Gold Sponsor.
- Logo recognition on Save the Date cards and Go Red for Women invitations as the Gold Sponsor

#### **SILVER SPONSORSHIP BENEFITS \*\* \$5,000**

- Table for 10 guests in the Silver Circle at event.
- Full-page acknowledgement in program booklet.
- Listing in the Program Booklet as a Silver Sponsor.
- Name recognition on Save the Date cards and Go Red for Women invitations as the Silver Sponsor

#### **BRONZE SPONSORSHIP BENEFITS \$3,000**

- Table for 10 guests at event.
- Half-page acknowledgement in program booklet.
- Listing in the Program Booklet as a Bronze Sponsor
- Your choice of table location in the Bronze Circle based on availability.

#### **FRIEND OF HEART \$1,000**

- Guaranteed Seating for four (4) guests.
- Quarter-page acknowledgement in program booklet.
- Listing on the Sponsors Page in the Program Book as a Friend of Heart.

#### ***Go Red for Women Sponsorship – Event Naming Opportunities***

The American Heart Association prides itself in keeping expenses to a minimum. Only 13 cents from every dollar raised is spent on fundraising, compared to 79 cents spent on research, cardiovascular education and community services. By sponsoring one of the following expenses, you will play a key role in the success of one of the American Heart Association's major fundraising efforts.

#### **REGISTRATION SPONSOR \$2,000**

A great opportunity to have your corporation's name and logo appear on signage at the registration table as well as a ½ page acknowledgement in the event program. Two reservations are also provided.

#### **EVENT DECORATIONS \$1,000**

Help offset the cost of transforming the Ballroom into our evening destination of escape! Your company will be specially recognized at the Heart Ball. Two reservations are also provided.

***\*\* Also includes opportunity to sponsor various activities or collateral materials prior to or on event night that best suit your marketing needs.***