

**Chairperson**

**B. Patrick McCune**

**Vice-Chairperson**

**Nancy Bedwell**

**2012 Committee Members**

***Sponsorship Opportunities***

***Washington County & Mon Valley Division***

***2013 Heart Ball ~ March 2, 2013***

***Hilton Garden Inn Southpointe***

**Washington County**

**& Mon Valley Division**

**February 28, 2010**

1. ***A Snapshot of Our Local Successes***

At the American Heart Association, we understand that a true commitment starts at the local level. Our groundbreaking national success would not be possible without the support generated in communities across the country. We are proud of the momentum the Washington County & Mon Valley Heart Ball has gained over the past five years.

With the help of companies like yours, we celebrate the accomplishments of our local event to date:

* *Where we started and where we are now:* The event started in 2004 with 150 attendees raising $78,000 … to date we have raised over $1 million.
* For every dollar raised in our county, $3-$5 comes back to our community through research and educational programs.
* Items donated from the county to allow us to keep our fundraising cost to a minimum
	+ Each year local florists donate table arrangements and decorations for the heart ball. A yearly estimated donation valued at $5,000 or more.
	+ Since the first Heart Ball, items donated for the live and silent auctions have raised over $260,000.
	+ These donations have allowed the Heart Ball to maintain an outstanding fundraising cost of between 10% and 13% of revenues.
* Heart Ball Honorees
	+ Charles J. Tripoli, M.D.
	+ Washington County Community Heritage
	+ Neil J. Hart, M.D. & John E. Frazier II, M.D.
	+ Canonsburg General Hospital – Monongahela Valley Hospital – The Washington Hospital
	+ Dr. Angelo & Mrs. Barbara Armenti
	+ Ed & Nancy Bedwell
	+ Lisa T. Mascara & Children *In Memory of the Honorable Mark E. Mascara*
	+ The Doctors of the Gerald McGinnis Cardiovascular Institute Transplant Team
* Heart Heroes. Your dollars have made it possible for our spokespersons to survive heart disease …
	+ Emily – heart transplant at 4 months and is now a vivacious 13 year old
	+ Mariah – heart surgery at 4; brown belt in Tae Kwon Do at 13
	+ Ed M. – 28 year survivor of heart attack – long time volunteer for the AHA
	+ Kelly – multiple heart surgeries; doing fine at 16
	+ Olivia – stroke survivor at 15; now off to college to pursue her dreams
	+ Jamie – stroke survivor – now enjoys his family and 3 energetic boys
	+ John – undiagnosed heart defect – surgery saved his life
	+ Ed B. – continues a healthy productive life-style with the aid of a pacemaker/defibrillator; this technology was not available 12 years ago. Most recently received a heart transplant in 2010 and is in full recovery!

***Washington County & Mon Valley Heart Ball Sponsor: Our Invitation to You!***

The American Heart and American Stroke Associations would like to invite you to become a Sponsor of the Washington County & Mon Valley Heart Ball.

The Heart Ball is an elegant, sophisticated and exclusive black-tie affair. Funds raised for this event support research, public and professional education, and community service programs. This event also offers the opportunity for local members of the business community and its residents to join together in support of the American Heart Association’s mission and to help, heal and hope together. With the support and action of such an influential group of supporters, we are confident that we will meet our goals and positively influence the health and well-being of many local individuals.

In addition, Washington County & Mon Valley Heart Ball sponsorship offers the following opportunities for you to reach your business and social goals…

**…Partner/associate with the one of the nation’s leading health organizations:**

* 96% of consumers are aware of the AHA name
* 90% of consumers are more likely to buy products displaying the AHA logo
* 23 million supporters nationwide

**…Reach and enhance access to key target audiences:**

* High-profile local individuals
* Healthcare community, including hospitals, physicians, researchers
* Other local businesses, including current and potential B2B customers/partners

**…Improve employee morale/pride:**

* 81% of Americans consider a company’s commitment to social issues when making decisions on where to work
* 48% of employees say they would work for less pay and 40% say they would work longer hours, if they could work for a socially responsible company
1. ***Washington County Heart Ball Sponsorship:
Overview of Assets and Benefits***

It is our pleasure to share a summary of the Sponsorship Levels & Benefits for the Washington County & Mon Valley Heart Ball. As a Heart Ball Sponsor you will receive benefits and recognition at one of the area’s premier black-tie events:

**Signature Sponsorship Benefits $15,000**

1. 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.
2. Company identified as a “Signature Sponsor” in all media releases and on all printed materials.
3. One premier table for up to 10 guests.
4. Invitation to attend VIP Reception
5. One double room at the Hilton Garden Inn, Southpointe the night of the Ball
6. Opportunity to display corporate signage or banner at event.
7. Two, one-page acknowledgements or an inside cover acknowledgement in the event program.
8. Table signage.
9. Corporation/Individual name will be mentioned in event promotions, including press releases, interviews and public service announcements, as available.
10. Recognition from the podium the evening of the Heart Ball.
11. One “Lunch and Learn” speaking engagement at your company on a heart health topic.

**PLATINUM SPONSORSHIP Benefits $10,000**

1. 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.
2. Preferred seating for up to 10 guests.
3. Invitation to attend VIP Reception
4. One double room at the Hilton Garden Inn, Southpointe the night of the Ball
5. Full page acknowledgement in the event program.
6. Table signage.
7. Corporation/Individual name will be mentioned in event promotions, including press releases, interviews and public service announcements, as available.
8. Recognition from the podium the evening of the Heart Ball.

***Washington County Heart Ball Sponsorship:
Overview of Assets and Benefits (continued)***

**GOLD SPONSORSHIP Benefits $7,500**

1. Preferred seating for up to 8 guests.
2. Invitation to attend VIP Reception
3. One double room at the Hilton Garden Inn, Southpointe the night of the Ball
4. Full page acknowledgement in the event program.
5. Table signage.
6. Corporation/Individual name will be mentioned in event promotions, including press releases, interviews and public service announcements, as available.
7. Recognition from the podium the evening of the Heart Ball.

**SILVER Sponsorship Benefits $5,000**

1. Preferred seating for up to 8 guests.
2. Invitation to attend VIP Reception
3. Half-page acknowledgement in the event program.
4. Table signage.
5. Corporation/Individual name will be mentioned in event promotions, including press releases, interviews and public service announcements, as available.
6. Recognition from the podium the evening of the Heart Ball.

**bronze Sponsorship Benefits $3,000**

1. Preferred table for up to 8 guests.
2. Quarter-page acknowledgement in the event program.
3. Table signage.
4. Corporation/Individual name will be mentioned in event promotions, including press releases, interviews and public service announcements, as available.
5. Recognition from the podium the evening of the Heart Ball.

***Special Corporate Underwriting Opportunities:
Overview of Assets and Benefits***

**ENTeRTAINMENT SPONSOR (Limited to 2) $2,500**

1. A great sponsorship choice for guaranteed high visibility. Your corporation’s name and logo will appear on signage on the band stage as well as a ½ page acknowledgement in the event program. Four reservations are also provided.

**Valet Sponsor (Limited to 2) $2,000**

1. A great opportunity for your company to be visible upon arrival at the 2012 Heart Ball. Signage will be provided at the Valet Parking Station at the Hilton Garden Inn on event night as well as a ½ page acknowledgement in the event program. You also have the opportunity to have a flyer placed in every parked car. Four reservations are also provided

**REGISTRATION SPONSOR (Limited to 2) $2,000**

1. 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. Four reservations are also provided.

**Hospitality sponsor (Limited to 8) $1,500**

1. A great opportunity for your company to be visible prior to the 2012 Heart Ball. Your company will be recognized at the hospitality table. A ¼ page acknowledgement in the program and two reservations are also provided.

*The official registration and financial information of the American Heart Association, Inc. may be obtained from the Pennsylvania Department of State by calling toll free within Pennsylvania, 1-800-732-0999. Registration does not imply endorsement.*

**event decorations (Limited to 8) $1,000**

1. 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.

**Table patron $2,000**

1. Table for 8 guests at event.
2. Listing in the program booklet as a table patron.
3. Table tent with company name recognition.