



## *Sponsorship Opportunities*

*Fayette County Division  
2011 Heart Ball  
March 19, 2011  
Nemacolin Woodlands Resort*



## ***I. The Real Stories Behind AHA/ASA***

### **Eleven years ago, a call from Michelle Burke's doctor interrupted dinner at home.**

She needed surgery and she needed it right away. Exhaustion had prompted Michelle, then 32, to see a different doctor a few months before. "You've got three young children," her former doctor had told her. "Everybody's tired." Michelle's sister Shari had died of heart disease at age 19. "Despite my family history, no one considered that I might have heart disease."

But Michelle had cardiomyopathy, a serious disease in which the heart muscle becomes weakened and doesn't work as well as it should. It can also cause arrhythmias; abnormal heartbeats that make the heart pump less effectively. Most arrhythmias aren't life-threatening, but some are extremely dangerous and require treatment and management. Michelle's would.

Michelle was in the hospital for 10 days. She had medications adjusted to help her heart function better, and doctors implanted an internal cardiac defibrillator (ICD) to deliver an electrical shock if her heart went into a dangerous rhythm.

The ICD implant was only the start of the changes in her life. Michelle committed to take better care of herself. Before her diagnosis, she would eat the crusts off her kids' peanut butter and jelly sandwiches and stay up late to do an extra load of laundry instead of exercising. Taking care of herself was not a priority.

Thanks to our Go Red For Women initiative, Michelle has learned to take steps to protect her heart. "Don't ignore your symptoms. You are the expert on you. If you have fears or questions or you're not feeling well, get it checked out."

That commitment to getting healthier has rubbed off on daughter Madison, 16, who has joined the Youth Advisory Board of the Alliance for a Healthier Generation (our partnership with the William J. Clinton Foundation). Madison works with other youth to empower kids to make healthy changes to prevent childhood obesity.



## ***II. Fayette County Heart Ball Sponsor: Our Invitation to You!***

The American Heart Association and American Stroke Association would like to invite you to become a Sponsor of the Fayette County 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, Fayette County 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



### ***III. Fayette County Heart Ball - Overview of Sponsorship Levels & Benefits:***

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

**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.
- Opportunity to reserve overnight accommodations (1 room) at Nemaocolin the night of the Ball at the special Ball rate.

**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.
- Opportunity to reserve overnight accommodations (1 room) at Nemaocolin the night of the Ball at the special Ball rate.

**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.
- Opportunity to reserve overnight accommodations (1 room) at Nemaocolin the night of the Gala at the special Gala rate.



***Fayette County Heart Ball - Overview of Sponsorship Levels & Benefits (cont.):***

**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.
- Opportunity to reserve overnight accommodations (1 room) at Nemaquin the night of the Ball at the special Ball rate.

**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.....\$1,200**

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

*Special Underwriting Opportunities are also available at various recognition levels.*