

American Heart
Association



Learn and Live



Washington County
& Mon Valley

HEART BALL



Sponsorship Opportunities

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***Washington County & Mon Valley Division
2011 Heart Ball ~ February 26, 2011
Hilton Garden Inn Southpointe***



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. 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



III. 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

- 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.
- Company identified as a "Signature Sponsor" in all media releases and on all printed materials.
- One premier table for up to 10 guests.
- One double room at the Hilton Garden Inn, Southpointe the night of the Ball
- Two, one-page acknowledgements or an inside cover acknowledgement in the event program.
- Table signage.
- Corporation/Individual name will be mentioned in event promotions, including press releases, interviews and public service announcements, as available.
- Recognition from the podium the evening of the Heart Ball.
- One "Lunch and Learn" speaking engagement at your company on a heart health topic.

GOLD SPONSORSHIP BENEFITS.....\$10,000

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



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

SILVER SPONSORSHIP BENEFITS..... \$6,000

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

BRONZE SPONSORSHIP BENEFITS..... \$3,000

- Preferred table for up to 8 guests.
- Half-page acknowledgement in the event program.
- Table signage.
- Corporation/Individual name will be mentioned in event promotions, including press releases, interviews and public service announcements, as available.
- 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

- 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

- A great opportunity for your company to be visible upon arrival at the 2010 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

- 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

- A great opportunity for your company to be visible prior to the 2010 Heart Ball. Your company will be recognized at the hospitality table. A ¼ page acknowledgement in the program and two reservations are also provided.

EVENT DECORATIONS (LIMITED TO 8) \$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.

TABLE PATRON \$1,750

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