

American Heart Association 34th Annual Golf Tournament

SPONSORSHIP OPPORTUNITIES

Monday, April 30, 2018 | Woodmont Country Club



American Heart Association 34th Annual Golf Tournament

SPONSORSHIP OPPORTUNITIES

WHY AHA?

Heart diseases are responsible for **1 out of every 3 deaths**, making them the nation's number one killer. These diseases affect everyone – men, women and children. Your local AHA is working to stop these tragic statistics by raising the critical funding needed for research, education and community programs that lead to **healthier lives, free of cardiovascular diseases and stroke**.

THE TOURNAMENT

The American Heart Association Golf Tournament is a captain's choice scramble that supports the fight against heart diseases and stroke. The tournament is specially dedicated to raising awareness of heart disease in women and the **Go Red for Women** campaign.



Senior level executive leaders (men and women alike) from across the metropolitan DC region compete in the tournament. The event day includes breakfast, silent auction, exciting challenges, raffle items, and post-event awards dinner. In the past six years alone, participants have raised more than **\$1.3 million** for the mission of the AHA.

WHEN Monday, April 30, 2018, 8:30am - 4:00pm

WHERE Woodmont Country Club, Rockville, MD
This private and exclusive club hosts a U.S. Open sectional qualifier and enjoys great prestige among golfers in the area.



American Heart Association 34th Annual Golf Tournament

SPONSORSHIP OPPORTUNITIES



Our Golf Tournament Mission Sponsors have the opportunity to pick one of three mission related sponsorships with year-round benefits and significant day-of-tournament benefits. A custom package can be designed to best meet your goals and objectives.

GO RED FOR WOMEN SURVIVOR CELEBRATION

During the 2016 Golf Tournament, individuals will be celebrated for their survival of heart diseases and stroke, one of whom will be the featured speaker of the day. Each person will be recognized at a different hole with a poster with your company's logo and featured on our website www.ahagolftournament.org. Sponsorship also includes two foursomes in the tournament, and company logo on all printed materials and website.



GO RED FOR WOMEN WELLNESS SYMPOSIUM

The Go Red For Women Campaign dispels myths and raises awareness of heart diseases as the number one killer of women. This sponsorship would allow your company to officially present the annual Go Red for Women's Wellness Symposium happening concurrently with the golf tournament at Woodmont Country Club. Women from across the region will learn how heart disease affects a family and how they can help stop heart disease in our lifetime. At the same time, they will experience new ways to nurture their body, mind and spirit in a relaxing and welcoming atmosphere for women of all ages. Sponsorship also includes two foursomes in the tournament, and company logo on all printed materials and website.



CPR EDUCATION

Did you know a golf course is the fifth most common place to suffer from cardiac arrest? This CPR Education sponsorship includes:

- Formal CPR training for up to 12 people
- An opportunity to host a CPR workshop for participants on the morning of the tournament
- A CPR Anytime kit distributed to each foursome in the tournament with your company logo and one AED to be installed at the golf course of your choice.

Sponsorship also includes foursomes in the tournament, and company logo on all printed materials.



American Heart Association 34th Annual Golf Tournament

SPONSORSHIP OPPORTUNITIES



Our Golf Tournament Day of Event Sponsors will receive significant exposure and recognition on the day of the tournament. A custom package can be designed to best meet your goals and objectives.

19TH HOLE SPONSOR

19th Hole Sponsorship benefits include exclusive rights to the tournament's dinner and awards ceremony with company recognition on banner, auction tables, raffle and prize table, dinner tables, beverage station and buffet. This sponsorship also includes one foursome in the tournament and company logo on all printed materials and website.



FORECADDIE SPONSOR

Forecaddie Sponsorship benefits include the exclusive ability to provide each foursome in the tournament with a forecaddie. Includes company logo recognition on all forecaddie uniform bibs, tournament scorecards, and dining room scoreboard. This sponsorship also includes one foursome in the tournament and company logo on all printed materials and website.



Did You Know?

Golf courses are the
5th most likely

place to have a heart attack.



American Heart Association 34th Annual Golf Tournament

SPONSORSHIP OPPORTUNITIES

\$10,000

Day of Event

Our Golf Tournament Day of Event Sponsors will receive exposure and recognition on the day of the tournament. A custom package can be designed to best meet your goals and objectives.



TEAM PHOTO SPONSOR

Team Photo Sponsorship benefits include your company logo on team photo frames to be passed out to each participant, one team in the tournament (four player slots) and company logo on all printed materials and website.

HOLE FLAG SPONSOR

Hole Flag Sponsorship benefits include your company logo on each hole flag throughout the course (36 holes), one team in the tournament (four player slots) and company logo on all printed materials and website.

MULLIGAN SPONSOR

Mulligan Sponsorship benefits include your company logo on all Mulligans sold, one team in the tournament (four player slots) and company logo on all printed materials and website.

CART SPONSOR

Cart Sponsorship benefits include your company logo on all cart signs, one team in the tournament (four player slots) and company logo on all printed materials and website.

GO RED FOR WOMEN KEEPSAKE SPONSOR

Go Red for Women Keepsake Sponsorship benefits include your company logo on a keepsake given to all tournament participants, and signifies your company's dedication to raising awareness of heart disease in women. This item could include (but is not limited to): towels, umbrellas, visors, and socks to be given to all tournament participants. This sponsorship also includes one foursome in the tournament and company logo on all printed materials and website.



American Heart Association 34th Annual Golf Tournament

SPONSORSHIP OPPORTUNITIES

\$5,000

FOURSOME SPONSOR

- One foursome in the tournament
- Recognition on event signage
- Recognition in the tournament program
- Listing on website
- Team photo for each player

\$1,250

INDIVIDUAL PLAYER

- One player in the tournament
- Recognition on event signage
- Recognition in the tournament program
- Listing on website
- Team photo for the player

\$1,500

CONTEST HOLE SPONSOR

*One exclusive sponsor per contest hole

Contest Hole Sponsorship benefits include your company logo displayed on Contest Hole Sponsor sign (one of three) at Tee Box and company logo on all printed material and website.

\$1,000

HOLE SPONSOR

*One exclusive sponsor per hole

Hole Sponsorship benefits include your company logo displayed on Hole Sponsor sign at Tee Box and company logo on all printed material and website.

HOW YOUR DOLLARS SAVE LIVES

13

Nobel Prize
Winners have
received funding
from the AHA

Research funded by the AHA has yielded:

CPR, ARTIFICIAL VALVES,
CLOT-BUSTING DRUGS, **PACEMAKERS**,
BYPASS SURGERY, ANGIOPLASTY



medicines to control high
blood pressure and cholesterol

Since 1949, the AHA
has spent more than

\$3.7 billion



on research

to increase our knowledge about
cardiovascular diseases and stroke

86%

of revenue goes toward
mission-critical
expenditures



49

HOSPITALS IN THE REGION

utilize our *Get with the Guidelines* program





For more information on a customized package to
best meet your organization's needs,
please contact Kara Laing,
Senior Director of Development,
at 703.248.1745 or kara.laing@heart.org.

