



American Heart Association | American Stroke Association

Learn and Live.

2011 Partnership Opportunities

**American Heart Association
Greater Washington Region
13th Annual Heart Ball
February 26, 2011**



*The 13th Annual
Greater Washington Region Heart Ball
February 26, 2011*



*Join us for the 2011 Heart Ball, the premier social event in
the Greater Washington Region to support the American Heart Association.*

Heart diseases are responsible for 1 out of every 3 deaths, making them the nation's number one killer, while stroke is the nation's number three killer. These diseases affect everyone – men, women and children. Your 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.

By joining us, you help:

- A newborn baby survive a congenital heart defect. Congenital Heart Disease is the leading cause of death among infants with birth defects.
- A father live to see his son graduate from college. Every 36 seconds someone dies from cardiovascular disease. It claims 870,000 lives each year.
- A mother be there for her family. More women die of cardiovascular disease than from the next five causes of death combined, including cancer.
- A co-worker survive a stroke. Every 40 seconds, someone suffers a stroke.
- Reduce the number of obese children. DC has one of the highest rates of childhood obesity in the country. Not acceptable for our Nation's Capital!



By supporting the American Heart Association, you save lives! The dollars raised through the Heart Ball are transformed into funding local and regional life-saving medical research and community education initiatives. Whether the AHA empowers children in Washington DC's Ward 7 and 8 (the area with the highest rate of childhood obesity in the nation) to make healthy behavior changes and become peer advocates for healthy living or ensures the overall quality of care a heart or stroke patient receives – your support makes a significant difference.

2011 Greater Washington Region Heart Ball

The Heart Ball is an elegant, black-tie celebration of life bringing together more than 600 of Virginia, Maryland and the District of Columbia's most prominent physicians, corporate, health care and community leaders to salute the impact the American Heart Association has had on the Greater Washington Region community over the past year.



EVENT CHAIR: TBD

COMMITTEE CHAIRS: Jeri Fellerman of Wells Fargo; Dr. Jack Flyer of Cardio Care; Michelle Voorhies of Marriott International

WHEN: Saturday, February 26, 2011, 6:30 pm to midnight. Evening includes heart and stroke survivor celebrations, dinner, dancing, live band entertainment, exceptional live and silent auctions.

WHERE: The Ritz-Carlton Hotel, Tysons Corner

Sarah's Story

I. The Real Stories Behind the American Heart Association



Sarah's Story

Sarah Fyock is a spunky and fearless 5 year old girl that has endured a long battle with heart disease. She has a cheerful disposition and extremely positive attitude and after being supported by a Berlin Heart, received a heart transplant at the end of May 2009. Born in July of 2004, the medical team at birth identified a slight heart murmur, decreased heart function and hip dysplasia, thought to be issues she would outgrow. After about a month at home, Sarah went into complete heart failure. She was discharged after 10 days in the Intensive Care Unit but ended up back in the hospital 5 days later when it was determined she'd likely need a heart transplant. At that time the family decided to bring Sarah to The Children's Hospital of Philadelphia (CHOP).

During her first year at CHOP. Sarah started physical therapy at 6 months, as well as occupational therapy and was a persistent little fighter after being diagnosed with arthoryposis. In March of 2008, after Sarah had her healthiest winter and was more active than ever, her cardiac checkup showed a decrease in heart function for the first time. In the fall, just days after walking in the AHA GWR Start! Heart Walk, Sarah went to CHOP for her routine checkup. Just before her visit she had what appeared to be a cold. She was taken for an echocardiogram and the team saw she was in heart failure. On the second night of her inpatient stay, Sarah's heart stopped and 40 minutes of CPR were needed to rescue her. Sarah lived with a Berlin Heart for seven months. She had an active schedule and a road with many ups and downs. Finally on May 29th the Fyock's got the call they'd been waiting for. Sarah received a "perfect heart" that day and there was finally a chance to see home before the end of summer.

Sarah had a tough two months of post transplant recuperation which included adenovirus and difficulty getting off of the breathing tube. Additionally, the MRI that they were finally able to obtain now that Sarah had her new heart revealed she had a partial spinal cord infarction, explaining the lack of movement in her legs. Today, Sarah is back to her old silly self again and although she continues to battle with weakened lungs as a result of her acute illness, she is at home and working hard to "wake those legs up". Her heart function continues to be strong and thus far there have been no signs of rejection. Sarah spent the fall going back and forth to Baltimore's Kennedy Krieger Spinal Cord Institute and will be heading back again to adjust her rehab schedule in the spring. Her doctors and therapist are extremely pleased with her progress.

Year-Round Partnership Opportunities



\$125,000 SOCIETY CHAMPIONS (2 available, 1 SOLD) - Healing, Hopeful and Helping

The Greater Washington Region Heart Society Champions is an elite coalition of compassionate corporate and individual “insiders” who foster relationships and work with influencers to make lasting change happen for special initiatives that support the overall mission of the American Heart Association. Partners have the opportunity to become one of three types of Heart Champions for the Greater Washington Region via Heart Ball Societies: Healing Heart Society, Hopeful Heart Society and the Helping Heart Society. Sponsorship benefits are year-round with exclusive opportunities only available for Society Champions and include significant night of event Heart Ball benefits. A custom package will be designed to best meet your goals and objectives.

Helping Heart Society Champion (category exclusivity to one partner)

The Helping Heart Society focuses on bringing together the affluent and influential philanthropists of the community, offering unique opportunities using social settings as a catalyst for action and involvement in fighting heart disease and stroke. Year-round salon-style events and Heart Ball activities ensure the “heart” of the Society “beats” with passion and emotion, celebrating past, current and future support for the AHA and its mission. Opportunities are year-round, flexible and include significant night of Heart Ball benefits in addition to society-specific events. The AHA staff will partner with you to develop a custom package designed to best meet your goals and objectives.

Healing Heart Society Champion (category exclusivity to one partner) – SOLD to CGI

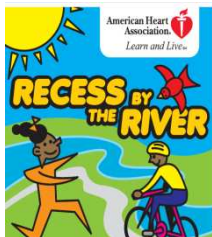
The Healing Heart Society celebrates local researchers, scientists and physicians for their work in saving, shaping and improving the lives of our loved ones. Year-round mission opportunities and Heart Ball activities offer rare, compelling opportunities for members and attendees to socialize with, and thank, the researchers and scientists whose work advances the field of medicine, as well as the doctors who put these advances into practice every single day. Opportunities are year-round, flexible and include significant night of Heart Ball benefits in addition to society-specific events. The AHA staff will partner with you to develop a custom package designed to best meet your goals and objectives.

Hopeful Heart Society Champion (category exclusivity to one partner)

The Hopeful Heart Society celebrates and inspires joint support of the AHA’s work to create a better future for our children, families and communities. Year-round and Heart Ball activities encourage families and children to improve their heart health and rallies business leaders, families and other individuals around prevention efforts for all children, as well as care for child patients and continued support for child survivors. Opportunities are year-round, flexible and include significant night of Heart Ball benefits in addition to society-specific events. The AHA staff will partner with you to develop a custom package designed to best meet your goals and objectives.

For more information on a customized package to best meet your organization’s needs, please contact Hillary Brendzel, Director of Corporate Relations, at 703.248.1735 or hillary.brendzel@heart.org.

YEAR-ROUND MISSION OPPORTUNITIES - \$125,000 Investment



♥ **Recess by the River:** Started in September 2008 with 300 children participating, Recess by the River has expanded to a year-round education program designed to empower 1,000 kids ages 5-18 in DC's Wards 5, 6, 7 and 8 to make healthy behavior changes and become leaders and advocates for healthy eating and physical activity. Kids track their healthy activities from September to May and are rewarded for their accomplishments. Partners include DC Parks and Recs Department, Washington Redskins and other corporate and media partners. Four quarterly events total. Sponsorship includes two premiere tables of 10 at the 2011 Heart Ball, 20 tickets to VIP reception and significant event visibility.

2011 HEART BALL SIGNATURE SPONSOR - \$75,000 Investment (1 AVAILABLE)

As Signature Sponsor, your company will be exclusive presenting sponsor for the 2011 Heart Ball. You will also receive two premier tables of 10 for 20 guests, twenty tickets to VIP reception, opportunity to address attendees, significant visibility pre, during and post event, opportunity to join Chairman's Circle, one hotel room for the night of the event, complimentary brunch for two the following morning at the Ritz, and much more. Complete details provided by AHA Staff. Sponsor also has right to use AHA/Heart Ball logo for 90 days prior to Heart Ball.

PRE-EVENT AND YEAR-ROUND MISSION OPPORTUNITIES - \$60,000 Investment

- ♥ **Employee Health and Wellness Workshops: (two opportunities)** Educate your employees in healthy living and overall wellness with our quarterly workshop series featuring experts who work in conjunction with the AHA. Workshop facilitators would include cardiologists, researchers, and nutritionists. Sample topics include "Women and Heart Disease;" "Know your Numbers: Understanding your health risks"; "How to have a healthy lifestyle"; "Recognizing a Heart Attack and What to do". Sponsorship includes one premiere table of 10 at the 2011 Heart Ball, 10 tickets to VIP reception and significant event visibility.
- ♥ **PULSE, AHA's Young Professional Division: (one opportunity)** Target the Washington DC Metro Region's young professionals interested in healthy lifestyles and active living through our inaugural social event and young professionals society. The inaugural kick-off party is planned for Fall 2010. Sponsorship includes one premiere table of 10 at the 2011 Heart Ball, 10 tickets to VIP reception and significant event visibility.
- ♥ **Faces of Heart and Survivor Celebration: (one opportunity)** During the 2011 Heart Ball, five individuals will be celebrated for their survival of heart disease and stroke, one of whom will be the featured speaker of the evening. Plus, guests who are heart disease or stroke survivors will receive a special token they will wear throughout the evening, recognizing them as survivors. Sponsorship includes two premier tables – one for your company guests and one for the 2011 Faces of Heart individuals and their guests, 10 tickets to VIP reception, and significant event visibility around the Faces of Heart and Survivor Celebration portion of the evening.
- ♥ **Honor our Military Physicians Reception:** Host the premier appreciation reception honoring the contribution and impact made by our military doctors in the battlefield. Highlight the brave Army, Navy, and Air Force cardiologists and cardiac surgeons who fight cardiovascular disease and provide treatment while deployed in Iraq, Afghanistan, and throughout the world. Event to occur in Spring 2011. Target audience includes physicians from Walter Reed Army Medical Center, Bethesda Naval Medical Center, National Institute of Health, and the United States National Guard. Anticipated attendance is 100 people. Sponsorship includes one premiere table of 10 at the 2011 Heart Ball, 4 tickets to VIP reception and significant event visibility.

To secure your reservation, please complete the Sponsor Pledge Form and return by no later than February 1, 2011. We will e-mail you the Guest Registration Form and Advertising Specifications upon receipt of your Pledge Form.



PRE-EVENT AND YEAR-ROUND MISSION OPPORTUNITIES - \$40,000 Investment



- ♥ **Home is Where the Heart Is:** Fund and distribute Infant and/or Adult CPR Anytime kits to your employees or via faith-based organizations, need-based communities, local assistance programs, or local hospitals. *CPR Anytime* is a tool that can help increase survival rates in communities across the country. People who receive the *CPR Anytime* kits are able to share lifesaving skills with their loved ones by using the kit to train their entire family. Sponsorship includes one premiere table of 10 at the 2011 Heart Ball, 6 tickets to VIP reception and significant event visibility.
- ♥ **Hopeful Hearts Family Picnic and Fun Run:** Opportunity to bring together children survivors of cardiovascular disease or stroke-related illnesses and their families, physicians and nurses to share, network and inspire each other. The picnic-style event will include a poster contest for children to create heart-inspired designs. The winning design will be displayed at Heart Ball and be used for an appreciation gift for select Heart Ball supporters. Sponsorship includes one premiere table of 10 at the 2011 Heart Ball, 6 tickets to VIP reception and significant event visibility.
- ♥ **Living a Healthier Life Celebration and Recognition:** Empower your employees to make healthy lifestyle changes and award employees who make significant changes by recognizing them at the 2011 Heart Ball. Sponsorship includes health and wellness campaign for employees, tracking resources, premier table at the 2011 Heart Ball, recognition during the lifestyle change portion of the evening, 6 tickets to VIP reception, branding of the 2011 lifestyle change opportunity and significant event visibility.
- ♥ **Heart Ball Menu Tasting and Selection:** You and your guests select the 2011 Heart Ball menu at the official Heart Ball menu tasting reception. The Ritz Carlton chef will prepare various heart healthy selections for the appetizers, salads, entrees, desserts and wine pairings. Attendees vote on which selections they prefer. The winning selections will be the featured menu of the 2011 Heart Ball. Targeted attendees include 75-100 sponsors, major donors. Sponsorship includes one premiere table of 10 at the 2011 Heart Ball, 6 tickets to VIP reception and significant event visibility.
- ♥ **Children's HeART Campaign:** The "Children's HeART" campaign puts a face on the AHA's work on childhood related heart disease and can include the following: Arts for kids by kids: children heart and stroke survivors will be asked to create an artistic message to their peers on why/how they should take care of their hearts. The artwork could tour throughout the Greater Washington Region through schools, physician offices and hospitals leading up to the 2011 Heart Ball. One display would be reserved for partner advertisement. The partners support for Children & Heart Disease could be recognized in hospital waiting rooms, doctors' offices, corporate health fairs and, ultimately, at the DC Heart Ball. Sponsorship includes one premiere table of 10 at the 2011 Heart Ball, 6 tickets to VIP reception and significant event visibility.

To secure your reservation, please complete the Sponsor Pledge Form and return by no later than June 30, 2010. We will e-mail you the Guest Registration Form and Advertising Specifications upon receipt of your Pledge Form.



PRE-EVENT AND YEAR-ROUND MISSION OPPORTUNITIES - \$25,000 Investment

- ♥ **2011 Heart Ball VIP Kickoff Celebration: (SOLD to KPMG)** Be presenting sponsor of the kickoff reception where 2011 Heart Ball volunteer leadership and sponsors join together to network and launch the final few months of the 2011 Heart Ball Season. Timing – Fall 2010. Sponsorship includes one premiere table of 10 at the 2011 Heart Ball, 6 VIP tickets and significant event visibility.
- ♥ **Lunch and Learn:** Learn about the latest innovations in heart disease and stroke via intimate gatherings to occur twice a year. See first hand how the AHA impacts the lives of people every day. You will be invited to attend exclusive opportunities such as a hospital tour of new cardiac/neuroscience wing, cardiovascular/stroke-related disease surgery viewing, and/or dinner with cardiologist/neurologist. Or use this opportunity for a brown bag luncheon series for your employees to learn how to live healthier lives, free of cardiovascular disease and stroke. Sponsorship includes one premiere table of 10 at the 2011 Heart Ball, 4 tickets to VIP reception and significant event visibility.
- ♥ **Recess by the River: (single event only)** Recess by the River is a year-round program designed to promote health and fitness among children ages 5-18 in the District of Columbia. Kids track their healthy activities from September to May and are rewarded for their accomplishments. The kickoff event occurs in the fall and the rewards celebration occurs in the Spring. Sponsorship includes one premiere table of 10 at the 2011 Heart Ball, 4 tickets to VIP reception and significant event visibility.
- ♥ **Heart-to-Heart:** Give women involved with your organization the opportunity to gather and learn together about a variety of topics related to heart health and behavior change (e.g. Health Expert Panel, How to Communicate with Your Doctor, Know Your Numbers). Sponsorship includes one hour session, one premiere table of 10 at the 2011 Heart Ball, 4 tickets to VIP reception and significant event visibility.
- ♥ **Honor Your Physician at the 2011 Heart Ball:** Honor your physician who saved you or your family members life by inviting them to be your guest of honor at the 2011 Heart Ball. A special recognition moment will occur during the Ball and be included in the event program. Your honoree will receive a special recognition piece to take home with them to commemorate the evening. Sponsorship includes one premiere table of 10 at the 2011 Heart Ball, 4 tickets to VIP reception and significant event visibility.

Partners who commit to \$25,000+ levels will receive the following benefits in addition to their sponsor level benefits as outlined in the 2010 Heart Ball Partnership Opportunities:

- Guidance on how to become a Fit-Friendly company. The 2010/2011 Fit Friendly companies will be nationally recognized.
- Start! Walking Toolkit outlines easy-to-implement, practical ways to engage your employees in fitness. Kick off your program on National Start! Walking Day in April.
- “Wear Red Day” marketing information and support material. Wear Red Day occurs the first Friday of February and encourages people to wear Red to help raise awareness of Heart and Stroke issues.
- Access to Heart Ball sponsor tent and opportunity to recruit teams for the 2010 Start! Heart Walk on November 6.
- Access to AHA media partners advertising rates as applicable.

To secure your reservation, please complete the Sponsor Pledge Form and return by no later than February 1, 2011. We will e-mail you the Guest Registration Form and Advertising Specifications upon receipt of your Pledge Form.

Night of Event ONLY Sponsors



American Heart Association | American Stroke Association

Learn and Live.

HEART BALL TABLES ONLY SPONSORSHIPS

AMBASSADOR OF HEART - \$15,000

Heart Ball & Reception

- One (1) table of 10 for a total of 10 seats
- Two (2) tickets to exclusive Heart Ball VIP reception

Event Visibility

- 1/2 page B&W sponsor recognition in event program book
- Recognition in Event Signage
- Listing in invitations if pledge received by 12/01/10
- Listing on Save the Date cards if pledge received by 10/1/10
- Recognition in gala multi-media

Media & AHA Visibility

- Listing in ad to run in area newspapers & society magazines.
- Listing on www.dcheartball.com

HEART BALL TICKETS ONLY

Friends of Heart - \$5,000

Heart Ball

- Four (4) tickets to the Heart Ball

Event Visibility

- 1/4 page B&W sponsor recognition in event program book
- Listing in invitations if pledge received by 12/01/10
- Listing on Save the Date cards if pledge received by 10/1/10
- Listing on www.dcheartball.com

INDIVIDUAL TICKETS: \$750

How Your Dollars Save Lives

- For every one dollar that the AHA receives through the Heart Ball, **86¢ goes directly into funding our mission.**
- Research funded by AHA has yielded: Artificial Valves, CPR, Clot-Busting Drugs, Pacemakers, Angioplasty, Bypass Surgery, Medicines to Control High Blood Pressure and Cholesterol. It has also led to important discoveries like the link between smoking and heart disease and to food labeling guidelines.
- The funds we raise provide support to investigators at critical points in their careers. Seven AHA-funded research scientists have been awarded Nobel Prizes.

Funding in our Region

- The Mid-Atlantic Affiliate invested over \$8.8M to fund 102 new research awards in 2007-08.
- The Greater Washington Region received 24 applications for pre-doctoral fellowships, post doctoral fellowships and grants-in-aid in 2007 and funded 4 of those local research projects, totaling over \$436,000.
- The Greater Washington Region currently has 6 National Center awards totaling \$1.8M being conducted at our institutions.
- An additional three affiliate-funded projects in the Greater Washington Region have been renewed for their second year. These awards total \$304,000.
- Recently, locally funded Dr. Michael Kontos developed a blood test to help diagnose heart attacks in people with chest pain. The test detects elevated protein levels associated with dying heart cells.

BENEFACTOR OF HEART - \$10,000

Heart Ball

- One (1) table of 10 for a total of 10 seats

Event Visibility

- 1/4 page B&W sponsor recognition in event program book
- Recognition in Event signage
- Listing in invitations if pledge received by 12/01/10
- Listing on Save the Date cards if pledge received by 10/1/10
- Recognition in gala multi-media

Media & AHA Visibility

- Listing in ad to run in area newspapers & society magazines.
- Listing on www.dcheartball.com

Heart Patron - \$3,000

Heart Ball

- Two (2) tickets to the Heart Ball

Event Visibility

- Listing in sponsor recognition in event program book
- Listing on www.dcheartball.com

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