

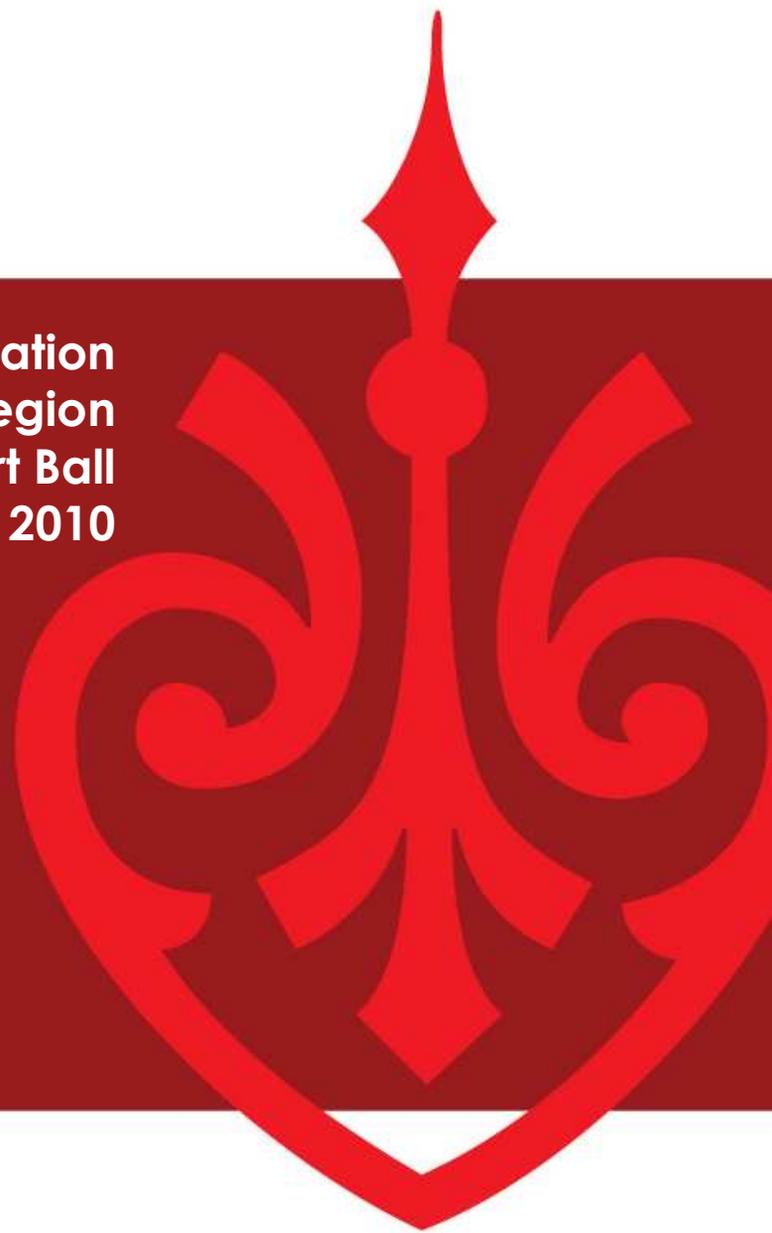


American Heart Association | American Stroke Association

Learn and Live.

2010 Partnership Opportunities

**American Heart Association
Greater Washington Region
12th Annual Heart Ball
February 27, 2010**



*The 12th Annual
Greater Washington Region Heart Ball
February 27, 2010*



*Join us for the 2010 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.

2010 Greater Washington Region Heart Ball

The Heart Ball is an elegant, black-tie celebration of life bringing together more than 500 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.

Greater Washington Region
HEART BALL

EVENT CHAIRS: The Howard and Sondra Bender Family and The Bender Foundation, Inc. including family members: Howard and Sondra Bender; Barbara Bender; David and Julie Silver; Richard and Eileen Greenberg; David and Nanette Bender; Jason, Jena, & Nikki Belinkie; Jake & Ross Bender; Josh, Dan, & Rachael Greenberg; Gabriella Bender-Laskow; Diana & Sara Bender-Bier

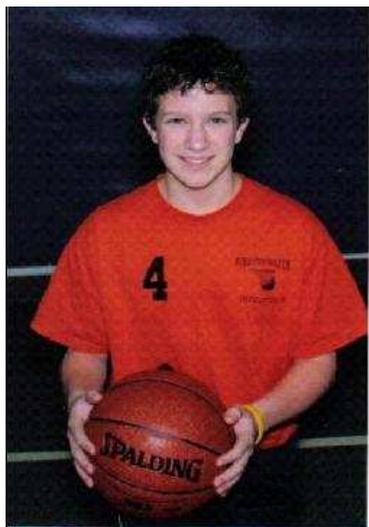
COMMITTEE CHAIRS: Dr. Jack Flyer of Cardio Care; Christyne Nasbe of Small Business Success, Inc.; Cheryl Campbell of CGI; John and Mona Oswald of Capital Trust Group

WHEN: Saturday, February 27, 2010, 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

I. The Real Stories Behind AHA/ASA

Erik's Story



My name is Erik. 3 years ago I was in the seventh grade at Warrenton Middle School. I played football, basketball, and soccer. I had good grades and good health. You could say that I was a pretty normal kid. That is, until the Spring of 2006 when I became a stroke survivor.

About four in the morning on Sunday, April 9th, less than a month before my thirteenth birthday, I woke up with the worst headache I had ever had. The pounding in my ears sounded like a stampede running around me. “Charlie! Go get my parents, something is wrong,” I urged my friend who had fallen asleep on the couch. He ran up both sets of stairs to my parents’ room. I stood up not even noticing that I had knocked over an end table in the process. I had nearly lost all function on my left side, it felt like big bags of sand were tied to my arm and leg, but somehow I got to the other end of the couch. That’s as far as I could get, walking only eight feet exhausted me.

By now my parents and Charlie were back and they called 9-1-1. Within a few minutes the EMT’s arrived. One of them was doing tests on me and asking me questions, but at this point the pounding in my ears was so loud that I couldn’t hear the questions she was yelling for me to hear. When she told me to squeeze her fingers my left hand wouldn’t budge. I can remember saying “It hurts so bad, I just want to sleep!” They rushed me to the ER at Fauquier Hospital. There they did blood tests, tested me for drugs, and gave me a CATscan. My head hurt so badly that I didn’t feel anything, not even my mom holding my hand. The doctor saw bleeding on the CATscan, so I was immediately airlifted to Fairfax INOVA Hospital.

At Fairfax INOVA Hospital, doctors put an external shunt in my head to relieve the pressure on my brain. Then they did numerous MRI’s and an angiogram revealing an Arterial Venous Malformation (AVM) in the medulla area of the brainstem. I was kept in a chemically induced coma and on a ventilator because doctors were unsure if I could breathe on my own. They had low expectations that I would survive the bleed, and if I did they didn’t expect me to have normal physical or cognitive functions. Then one day I woke up and asked the nurse, “Where am I?” My family and doctors were relieved to learn that I had no memory impairments and limited mobility in my left side the very same day. I also had very noticeable cranial nerve damage affecting the right side of my face and my eyes. Next I was sent to UVA Kluge rehab center where I would have therapy to regain motor functions and finish off the school year.

Due to the hemi-paresis I went through physical, occupational and speech therapies. In physical therapy, therapists helped me strengthen my leg and taught me to stand up straight and walk. Occupational therapy helped me to work my left arm and use my left hand for fine motor activities. Speech therapy was focused on annunciating and swallowing to prepare me to eat solid foods. When all the therapists felt that they had done what they could to help, I was sent home. I returned home equipped with a walker and a wheelchair because I still had some balance issues, especially when I got tired. Out-patient therapy was continued for three hours a day, three times a week for about four months. That August I received Gamma Knife radiation at The University of Pittsburgh Medical Center to shrink and eventually “obliterate” my AVM. Then in the fall I returned to Warrenton Middle School as an eighth grader.

Now it is nearly 2 ½ years since my stroke. I am fifteen years old and a tenth grader at Fauquier High School. I love to play soccer and golf. I also enjoy running and doing all sorts of puzzles. Today I live with few deficits, and I am able to write my story because my friend and family knew to act fast, I received solid medical care, I have a supportive family, and sheer determination. My name is Erik and I am a stroke survivor.

Year-Round Partnership Opportunities



\$100,000 SOCIETY CHAMPIONS (3 available) - 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

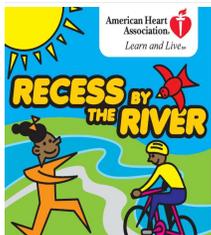
The Healing Heart Society celebrates local researchers, scientists and physicians for their work in saving, shaping and improving the lives of our loved ones. Year-round mission opportunities and Heart Ball activities offer rare, compelling opportunities for members and attendees to socialize with, and 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 Denise Daffron, Senior Director of Corporate Relations, at 703.248.1745 or denise.daffron@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 2010 Heart Ball, 20 tickets to VIP reception and significant event visibility.

YEAR-ROUND MISSION OPPORTUNITIES - \$100,000 Investment

♥ **Heart Heroes Welcome and Gallery: (Exclusive opportunity for Society Champion)** This is a traveling photo wall honoring heart heroes from our community including child and adult patients, survivors, caregivers, doctors, or researchers. The wall will travel year-round throughout the Greater Washington Region, including participating hospitals and corporate offices and will be featured at 2010 Heart Ball. Artistically designed representation will be displayed at Heart Ball guest tables, capturing the year's most inspiring pictures and stories from the Gallery. Select pictures will be printed on postcards and/or appeal pledge cards to be distributed to attendee's family and friends in upcoming year. Sponsorship includes two premiere tables of 10 at the 2010 Heart Ball, 20 tickets to VIP reception and significant event visibility.

2010 HEART BALL SIGNATURE SPONSOR - \$75,000 Investment (1 AVAILABLE)

As Signature Sponsor, your company will be exclusive presenting sponsor for the 2010 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 2010 Heart Ball, 10 tickets to VIP reception and significant event visibility.
- ♥ **Heart Society of Young Professionals: (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 tentatively planned for Fall 09. Sponsorship includes one premiere table of 10 at the 2010 Heart Ball, 10 tickets to VIP reception and significant event visibility.
- ♥ **Faces of Heart and Survivor Celebration: (one opportunity)** During the 2010 Heart Ball, five to ten 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 2010 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.

To secure your reservation, please complete the Sponsor Pledge Form and return by no later than February 12, 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 - \$40,000 Investment

♥ **2010 Heart Ball VIP Kickoff Celebration: (one opportunity)** Be presenting sponsor of the kickoff reception where 2010 Heart Ball volunteer leadership and sponsors join together to network and launch the final few months of the 2010 Heart Ball Season. Timing – late October/early November. Sponsorship includes one premiere table of 10 at the 2010 Heart Ball, 6 VIP tickets and significant event visibility.



♥ **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 2010 Heart Ball, 6 tickets to VIP reception and significant event visibility.

♥ **Hopeful Hearts Family Picnic:** 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 2010 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 2010 Heart Ball. Sponsorship includes health and wellness campaign for employees, tracking resources, premier table at the 2010 Heart Ball, recognition during the lifestyle change portion of the evening, 6 tickets to VIP reception, branding of the 2010 lifestyle change opportunity and significant event visibility.

♥ **Heart Ball Menu Tasting and Selection:** You and your guests to select the 2010 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 2010 Heart Ball. Targeted attendees include 75-100 sponsors, major donors. Sponsorship includes one premiere table of 10 at the 2010 Heart Ball, 6 tickets to VIP reception and significant event visibility.

♥ **Continuing Medical Education (CME) on ST elevation myocardial infarction (STEMI) and Systems of Care:** Be a signature sponsor of the 2009 CME event to be held on September 12 at Washington Hospital Center. You will have the opportunity to address CME attendees, opportunity to host an intimate lunch with CME physician leadership and presenters, receive primary exhibit space, company logo and signature sponsor recognition on CME marketing materials, and recognition as a sponsor in all relevant AHA marketing material.

♥ **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 February 27, 2010 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 2010 Heart Ball, 6 tickets to VIP reception and significant event visibility.

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

- ♥ **Honor our Military Physicians Reception (3 remaining):** 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 the spring of 2010. 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 2010 Heart Ball, 4 tickets to VIP reception 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 2010 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 2010 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 2010 Heart Ball, 4 tickets to VIP reception and significant event visibility.
- ♥ **Honor Your Physician At 2010 Heart Ball:** Honor your physician who saved you or your family members life by inviting them to be your guest of honor at the 2010 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 2010 Heart Ball, 4 tickets to VIP reception and significant event visibility.
- ♥ **Dining Well:** You will have the opportunity to socialize in an entertaining environment at an AHA influential's residence while also learning about healthy lifestyles/nutrition. This event may include a healthy dinner party with recipe sharing and/or a home and garden tour with a question and answer session hosted by a nutritionist to follow. Sponsorship includes one premiere table of 10 at the 2010 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 2009/2010 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 2009 Start! Heart Walk on November 14.
- 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 12, 2010. 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 12/01/09
- Listing on Save the Date cards if pledge received by 10/1/09
- 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 12/01/09
- Listing on Save the Date cards if pledge received by 10/1/09
- 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 12/01/09
- Listing on Save the Date cards if pledge received by 10/1/09
- 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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2010 GWR Heart Ball Sponsorship / Marketing Agreement



Company Name: _____

Sponsorship Contribution Amount: _____

Event: 2010 Greater Washington Region Heart Ball

Location of Event: Ritz Carlton – Tysons Corner

Date of Event: February 27, 2010 (Contribution to be fully received by event date)

Special payment terms: _____

**Fax Completed Form To:
703-248-1795
ATTN: Denise Daffron**

MAA Finance Department will invoice 30 days prior to due date. Please send remittance to:

American Heart Association
4217 Park Place Court
Glen Allen, VA 23060

Purpose: The purpose of the Event is to benefit the American Heart Association (“AHA”) and advance its non-profit mission of fighting heart disease and stroke. The purpose of the Event is not to endorse or promote any product or service of Sponsor or of any third party.

- Check should be made payable to the American Heart Association.
- All printed materials that include an American Heart Association logo must go through the American Heart Association’s approval process prior to print.
- The entire liability of the AHA, and sponsors exclusive remedy for damages from any cause related to or arising out of this Agreement, will not exceed a refund of monies actually paid to the AHA by sponsor and not yet expended by the AHA.

Contact Name: _____ Title: _____

Contact Telephone: _____ Email: _____

Billing Information:	
Company _____	Attention: _____
Address _____	
City _____	State _____ Zip _____
Phone () _____	Fax () _____
Email for billing inquiries: _____	
Signature _____	Date _____

My signature indicates authorization to make this commitment on behalf of my company

Thank you for your support of the American Heart Association where our mission is building healthier lives, free of cardiovascular disease and stroke.

For AHA Use

Check Revenue Type: 4605 Participant 4615 Corp Sponsorship 4625 Auction 4605.LEARN Special Appeal 4635 Other

Staff Name _____ Staff Signature _____ Date _____

VP Name _____ VP Signature* _____ Date _____

Finance Approval _____ Fiscal Year _____ Date _____

*VP signature indicates confirmation of pledge through direct contact with donor