

## Day of Luncheon Partnership

GO RED HEART HEARTH ADVOCATE (\$7,500)

**BENEFITS:**

- ✔ Opportunity to serve on event committee and build relationships with other female executives/community leaders
- ✔ Opportunity to volunteer at the event
- ✔ One (1) table of ten (10) at luncheon with table signage
- ✔ Opportunity to provide promotional item for gift bag (American Heart Association approval required)
- ✔ Logo and sponsorship recognition in day of event program and on day of event collateral materials (time sensitive)
- ✔ Eight (8) invitations to the VIP & Auction Preview Reception

GO RED RECEPTION AMBASSADOR (\$5,000)

**BENEFITS:**

- ✔ Opportunity to serve on event committee and build relationships with other female executives/community leaders
- ✔ Opportunity to volunteer at the event
- ✔ Five (5) seats at luncheon
- ✔ Partnership recognition in day of event program and on day of event collateral materials (time sensitive)
- ✔ Six (6) invitations to the VIP & Auction Preview Reception

GO RECEPTION LEADER (\$2,500)

**BENEFITS:**

- ✔ Opportunity to serve on event committee and build relationships with other female executives/community leaders
- ✔ Opportunity to volunteer at the event
- ✔ Two (2) seats at luncheon
- ✔ Partnership recognition in day of event program and on day of event collateral materials (time sensitive)
- ✔ Four (4) invitations to the VIP & Auction Preview Reception

*The American Heart Association would like to work with you to customize a benefits package based upon your company's philanthropic goals. Please do not hesitate to contact The Richmond Office at (804) 965-6529 to set up a meeting with our development team.*



# MAKE IT YOUR MISSION

## TO FIGHT HEART DISEASE IN WOMEN

In February 2004, the American Heart Association (AHA) launched Go Red For Women, a nationwide initiative designed to raise women's awareness of their risk of heart disease, communicate the simplicity of risk reduction and create a compelling call to action that drives women to take control of their health. Go Red For Women provides knowledge and tools to empower women to make positive changes in their lives that may help reduce their risk of heart disease and stroke.

### Why Go Red?

*Heart disease is the number 1 killer of women.*

- ✔ A woman dies every minute from cardiovascular disease (CVD), claiming the lives of over 460,000 women every year.
- ✔ While 1 in 30 American women dies of breast cancer, almost 1 in 3 dies from cardiovascular disease.
- ✔ 43 million American women are living with cardiovascular disease.
- ✔ Only 57% of American women recognized that heart disease is their leading cause of death.

### Components of Go Red For Women

**Go Red Registration**—Signing up for the movement includes a monthly e-newsletter filled with heart-healthy tips, plus invitations to events in your area, as well as access to Go Red merchandise, special programs and more.

**Heart Checkup**—An online tool that provides a 10-year, personal heart disease risk assessment. Once completed, women take their Checkup results to their healthcare provider and develop a personal health plan that matches their needs.

**Consumer Education**—The AHA has compiled educational materials for consumers such as a cookbook, brochures, wallet cards, bookmarks, posters, web alerts, screen savers, e-cards, etc.

**Physician Resources**—The American Heart Association works with healthcare professionals to provide new prevention guidelines, patient reports, red dress pins, wallet cards, online monthly newsletters and more.

**National Wear Red Day**—On the first Friday in February every year, the AHA encourages women to wear red—whether it is a red dress, a red t-shirt, a red dress pin or red lipstick. Show the world you passionately support Go Red For Women!

**The Go Red For Women Luncheon**—The luncheon is a life-changing experience that focuses on three areas to support the fight against heart disease in women: heightening awareness of the issue, creating a passionate call-to-action, and generating funds to support education and research.



American Heart Association®



[GoRedForWomen.org](http://GoRedForWomen.org)

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American Heart Association®

Partnership Opportunities

# Partnership Opportunities

## City Goes Red Partner (\$75,000)

*This partnership represents our most significant alignment opportunity with the central Virginia campaign and consists of activities focusing on: expanding awareness, promoting education, building passion, driving revenue, and achieving organizational goals surrounding Go Red For Women. As a Go Red For Women CITY GOES RED PARTNER, you will align with the American Heart Association through communication resources, development activities and mission-based services in the interest of women and heart disease.*

### YOUR PARTNERSHIP WILL INCLUDE:

- Year-round recognition in PR/media outreach as CITY GOES RED PARTNER, including press releases, media advisories, etc.
- Co-branding on local advertising opportunities like print/TV/radio
- Recognition & presence at local advocacy activities (e.g. City Proclamations, outreach to elected officials, etc.)
- Recognition in Wear Red Day related PR/media outreach and engagement activities as CITY GOES RED PARTNER
- Year-round sponsor activation rights, (e.g. presence on external and local web site and or employee intranet, tie-ins to existing or customized events, contests, promotions, fundraisers, etc.)
- Year-round recognition in all Go Red activities, including specialized presence at asset/boutique related luncheon activities
- Ability to create co-branded, custom educational and awareness materials, as appropriate and approved
- Logo recognition on save the date, luncheon invitation, program and on-site signage, etc.
- Opportunity to be recognized on local Go Red For Women website with link to company website
- Four (4) page color tribute/recognition including your logo/design featured in luncheon program booklet
- Four (4) tables for ten (10) for your corporate guests at the luncheon
- Twenty (20) reservations to the pre-event executive reception.
- Opportunity to have an educational breakout session (20 minutes) at luncheon
- Opportunity to provide promotional item for gift bag (American Heart Association pre-approval required)
- Outreach to influential women in the Richmond community through year round cultivation and events
- Use of the American Heart Association and Go Red For Women logo for a term of twelve (12) months

## Signature Partner (\$50,000)

### PARTNERSHIP EVENT OPPORTUNITIES:

- Opportunity to be SIGNATURE PARTNER day of the luncheon in February
- Opportunity to speak from the podium day of event
- Opportunity to serve on event committee and build relationships with other female executives/community leaders
- Ability to provide volunteers (experts, survivors, staff, etc.) day of the event (American Heart Association pre-approval required)
- Three (3) tables of ten (10) at luncheon with table signage

- Twenty (20) invitations to the VIP & Auction Preview Reception
- Opportunity to have an educational booth in expo/networking area of the luncheon
- Opportunity to provide promotional item for gift bag (American Heart Association pre-approval required)
- Opportunity to be recognized on local Go Red For Women website with link to company website
- Opportunity for 90-day activation rights to co-brand with Go Red For Women
- All invitations, save the date cards, and collateral material will recognize the partner as the Signature Partner (time sensitive)
- Logo and sponsorship recognition on specific sponsored asset via collateral materials (time sensitive)
- Two (2) full pages of recognition in event program

## Love Red (\$30,000)

### PARTNERSHIP EVENT OPPORTUNITIES:

**GO RED HEART TO HEART PARTNER**—*Host a 20-minute interactive breakout session on a specific topic at the Go Red For Women Luncheon to give women an opportunity to gather and learn about fun, consumer-friendly topics relevant to the movement.*

**EXECUTIVE RECEPTION & VIP PARTNER**—*Hold an event prior to the luncheon to bring together local leaders in your community to network and learn about women's heart health*

**CPR ANYTIME PARTNER**—*Increase local survivorship of heart-related emergencies through distribution of CPR self-training kits to targeted audience in the community. Partner logo will be present on kits. Insert introduction letter from sponsor to accompany kits. (# of kits is to be determined and paid for by the sponsor).*

**CASTING CALL PARTNER**—*Host an opportunity for local women to share their stories of heart disease.*

**EXECUTIVE WOMEN BREAKFAST PARTNER**—*Host a breakfast that brings together executive-level women and other influential individuals to network, share personal stories, and become engaged in the Go Red For Women movement.*

### BENEFITS:

- Opportunity to serve on event committee and build relationships with other female executives/community leaders
- Ability to provide volunteers (e.g., experts, survivors, staff, etc.) for specific sponsored asset (with American Heart Association pre-approval required)
- Two (2) tables of ten (10) at luncheon with table signage
- Ten (10) invitations to the VIP & Auction Preview Reception
- Opportunity to have up to one (1) booth in expo area
- Opportunity to provide promotional item for gift bag (American Heart Association approval required)
- Opportunity for 30-day activation rights to co-brand with Go Red For Women
- Opportunity to be recognized on local Go Red For Women website with link to company website
- All invitations, save the date cards, and collateral material will recognize partner as a \$30,000 contributor
- Logo and sponsorship recognition on specific sponsored asset via collateral materials (time sensitive)
- Use of proclaimer statement: “Made possible by”, “Brought to you by”, “Provided by”, “Provided courtesy of”
- One (1) full page of recognition in event program
- The Love Red sponsor will be acknowledged the day of the event from the podium

## Learn Red (\$20,000)

### PARTNERSHIP EVENT OPPORTUNITIES:

**CIRCLE OF RED PARTNER**—*Encourage women in the executive community to become engaged in the movement through the Circle of Red. Partner will be recognized on all Circle of Red collateral materials and at all events as the Circle of Red sponsor/partner.*

**BUZZ EVENT PARTNER**—*Opportunity to host a buzz event of your choice to promote Go Red For Women*

**EAT YOUR HEART OUT LUNCHEON MEAL PARTNER**—*Heart-healthy lunch, dessert, and beverages to be provided to luncheon attendees. Signage at each place setting and recipes listed in the event program with “brought to you by” your company.*

**GO RED CHANGE AWARD PARTNER**—*Nominations for the Go Red Change Award can be submitted by friends, co-workers or relatives, and individuals can also nominate themselves. Recipients will be honored at Go Red For Women Luncheon.*

### BENEFITS:

- Opportunity to serve on event committee and build relationships with other female executives/community leaders
- One (1) table of ten (10) at luncheon with table signage
- Ten (10) invitations to the VIP & Auction Preview Reception
- Opportunity to have one (1) booth in expo area
- Opportunity to provide promotional item for gift bag (American Heart Association pre-approval required)
- Opportunity to be recognized on local Go Red For Women website with link to company website
- Logo and sponsorship recognition in event program, and on specific day of event collateral materials (time sensitive)
- Use of proclaimer statement: “Made possible by”, “Brought to you by”, “Provided by”, “Provided courtesy of”
- One (1) half page of recognition in event program

## Look Red (\$15,000)

### PARTNERSHIP EVENT OPPORTUNITIES:

**SPEAK FROM THE HEART PARTNER**—*Partner of the keynote speaker at the Go Red For Women Luncheon*

**SWAG BAG PARTNER**—*Logo branded bags will be provided to each guest at the luncheon and you will have the opportunity to provide one item for each bag.*

**BROWN BAG GOES RED PARTNER**—*Host luncheon series for employees or an external client to learn about heart health. The American Heart Association will help to coordinate and provide a medical professional speaker at five company sites.*

### BENEFITS:

- Opportunity to serve on event committee and build relationships with other female executives/community leaders
- Opportunity to volunteer at the event
- One (1) table of ten (10) at luncheon with table signage
- Ten (10) invitations to the VIP & Auction Preview Reception
- Opportunity to provide promotional item for gift bag (American Heart Association approval required)
- Logo and sponsorship recognition in day of event program and on day of event collateral materials (time sensitive)
- Use of proclaimer statement: “Made possible by”, “Brought to you by”, “Provided by”, “Provided courtesy of”
- Receive a half page of recognition in event program