



2013 Heart Ball Proposal



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Westmoreland County Heart Ball
March 16th, 2013
Greensburg Country Club



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I. Survivor Story

Sydney Nicole was born on January 8th, 2009 to proud parents Julie and Steven and big sister Riley. Three months prior to her birth, tests indicated she had congenital heart disease. However, the day after her birth an echocardiogram revealed she had a much more critical Hypoplastic Left Heart Syndrome (HLHS). This means that she was born with no functioning left ventricle and the arch of her aorta was too small and narrow to allow enough blood to flow to her body. Julie & Steven were told Sydney would have a 40% chance of survival.

After three successful open heart surgeries, Sydney is beating the odds. She keeps up with her sister and does everything that could be expected from a vibrant 4 year old full of spunk and attitude, which is just what this little trooper needs. We cannot predict the future but we do know that your generous donations will give Sydney hope for survival with funding for additional research and medical advances that will help her live each day to the fullest.

II. Heart Ball Overview

What is the Heart Ball?

The American Heart Association Heart Ball is a nationwide event that celebrates our mission to build healthier lives, free of cardiovascular disease and stroke.

For more than 15 years, the Westmoreland County Heart Ball has promoted the AHA's mission on a local level, and thanks to our donors' support, we've seen inspiring advances in the fight against heart- and stroke-related illnesses. But this year, we won't just inspire change. *We'll ignite it.*

Why Ignite?

Together, we can spark awareness, compassion and a deeper understanding of the nation's deadliest killer. We will ignite that spark to inspire others and unite our community toward a happier, healthier future. But we can't rekindle that movement alone. Funds raised through the Heart Ball help build programs in AHA's mission-inspired programs. By supporting Heart Ball, you are helping us in our community.

- **Emergency Cardiac Care:** Trained approximately **15,000 people** in CPR, ALS and PALS in the last three years.



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Why Ignite? (continued)

- **AHA education in schools:** Educational materials provided to 42 schools and over 17,000 students the last three years
- **Community education:** Over 10,000 people educated last year on Women and Heart Disease, nutrition, physical education, etc.
- **Media impressions:** 1,000,000 media impressions occurred in the county last year focused on Heart and Stroke Awareness.
- **Research:** In Western PA, \$7,561,260 of research projects are being funded. This research impacts every American.
- **Staff resources:** The American Heart Association provides consultants to companies to help with health and wellness strategies. The AHA also provides a consultant for the Get with the Guidelines program.

Advocacy

We're making our community healthier, advocating for:

- Smoke-free public places
- More room for walking and biking on streets and in parks
- Better nutrition and high-quality physical education in our schools
- Adequate, affordable and accessible healthcare for all

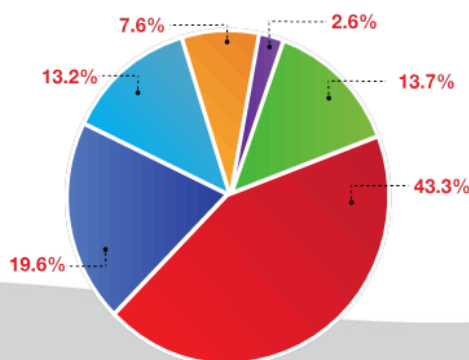
Prevention Through Nutrition and Obesity Programs

We're reaching at-risk populations and preventing heart disease through cause initiatives and online tools:

- Fit-Friendly Company
- Online Nutrition Center
- My Life Check – Uses Life's Simple 7 health factors to educate consumers & Heart 360 – Online cardiovascular wellness center

Emergency Cardiovascular Care (ECC)

- Training 14 million rescuers
- CPR to graduate



American Heart Association 2010-2011 Expenditures

- Research
- Public Health Education
- Professional Education & Training
- Community Services
- Management & General
- Fundraising



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III. Sponsorship Information

Your Contribution Matters

Your support of the AHA contributes to our success in a very profound way. The Heart Ball celebrates the energy, passion and commitment of donors, healthcare providers, patients, volunteers and sponsors in more than 270 communities nationwide. Thanks to the support of sponsors like you, advances have dramatically improved the countless lives affected by heart disease and stroke-related illnesses.

Nationally, Heart Ball has:

- Raised \$56 million raised in 2012 alone
- Support from over 7,000 sponsors across the country
- Over 100,000 individuals were engaged in Heart Ball in 2012

Locally, Heart Ball has:

- Raised 2.5 million for the AHA
- Generated 1,754,095 impressions
- Joined the fight against heart disease with 48 companies in 2012
- Received contributions from hundreds of individual donors
- Grown attendance by 35 percent, to more than 220 in 2012

Your Support of the AHA

We look forward to joining forces with you and believe this opportunity is the perfect fit for you to support AHA's mission of building healthier lives, free of cardiovascular disease and stroke. Your support of the Heart Ball will help us ignite awareness within your company and among your key audiences. As a Heart Ball supporter, you will experience:

- **A relationship with one of the nation's leading health organizations.** The AHA has more than 23 million supporters nationwide and 48 in our community. Additionally, 96 percent of consumers know our brand and 90 percent of consumers are more likely to buy products with our logo.
- **Enhanced reach to key audiences.** The Heart Ball is attended by our community's top healthcare organizations and leading businesses, as well as high profile individuals and decision makers.
- **Employees are proud to work for a company that contributes to the community.** Surveys show that 81 percent of Americans consider a company's commitment to social issues when deciding where to work, and 40 percent of those surveyed said they would work longer hours if they worked for a socially responsible company.



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IV. Sponsorship Opportunities

Our venue at the Greensburg Country Club will be very exciting and a great way to raise the vital funds needed for saving lives from the *number 1 killer of all Americans*.

We would like to welcome you as the **READY, SET, IGNITE** sponsor of the Westmoreland County Heart Ball.

Signature Sponsorship Opportunities:

As a Signature Sponsor (\$25,000) of the 2013 Westmoreland Heart & Stroke Ball, your company will be recognized and honored as a top contributor to the American Heart Association. You will enjoy the following benefits in return for your philanthropy:

- ♥ Premier table for 10, plus 4 additional seats.
- ♥ Logo on all collateral materials (Save the Date postcard, Invitation etc.)
- ♥ 90 day benefit use of AHA Heart Ball logo internal and external Materials: "The 2013 Westmoreland County Heart Ball, Sponsored by XYZ"
- ♥ A full page acknowledgement in the program book
- ♥ Logo featured prominently on Westmoreland County Heart Ball Website
- ♥ Your company's logo on presentation played throughout evening.
- ♥ Recognition from the podium the night of the Heart & Stroke Ball.
- ♥ Your company's logo prominently placed on all media promotions.
- ♥ Special recognition in all Heart Ball 2013 press releases and related promotions
- ♥ Membership in the American Heart Association's Heart & Stroke Champions, a national registry program of individuals and corporate partners donating \$10,000 or more.
- ♥ Your company's logo notably placed on signage at entrance of event
- ♥ 12 tickets to after-party (if planned)
- ♥ 12 tickets to VIP reception (if planned)



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Gold Sponsorship Opportunities:

As a Gold Sponsor (\$15,000) of the 2013 Westmoreland Heart & Stroke Ball, your company will be recognized and honored as a major contributor to the American Heart Association. You will enjoy the following benefits in return for your philanthropy:

- ♥ Premier table for twelve (12) people to Heart Ball 2013
- ♥ 60 day benefit Use of AHA Heart Ball Logo internal and external materials: “The 2013 Westmoreland County Heart Ball, Sponsored by XYZ”
- ♥ Full page recognition in program book
- ♥ Recognition from the podium the night of the heart ball
- ♥ Logo featured prominently on Westmoreland Heart Ball Website
- ♥ Your Company’s logo placed on signage at entrance of event
- ♥ Your company’s logo on presentation played throughout evening
- ♥ Special recognition in all Heart Beat 2013 press releases and related promotions
- ♥ Membership in the American Heart Association’s Heart & Stroke Champions, a national registry program of individuals and corporate partners donating \$10,000 or more
- ♥ 10 tickets to after party (if planned)
- ♥ 10 tickets to VIP Reception (if planned)



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Silver Sponsorship Opportunities:

As a Silver Sponsor (\$10,000) of the 2013 Westmoreland Heart & Stroke Ball, your company will be recognized and honored as a major contributor to the American Heart Association. You will enjoy the following benefits in return for your philanthropy:

- ♥ Premier table for ten (10) people to Heart Ball 2013
- ♥ 30 day benefit Use of AHA Heart Ball Logo internal and external materials: “The 2013 Westmoreland County Heart Ball, Sponsored by XYZ”
- ♥ A half-page acknowledgement in program book
- ♥ Logo featured prominently on Westmoreland Heart Ball Website
- ♥ Recognition from the podium the night of the heart ball
- ♥ Your company’s logo placed on signage at entrance of event
- ♥ Your company’s logo prominently displayed at event
- ♥ Special recognition in all Heart Beat 2013 press releases and related promotions
- ♥ Membership in the American Heart Association’s Heart & Stroke Champions, a national registry program of individuals and corporate partners donating \$10,000 or more
- ♥ 8 tickets to after party (if planned)
- ♥ 8 tickets to VIP Reception (if planned)



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Ruby Sponsorship Opportunities:

As a Ruby Sponsor (\$7,500) of the 2013 Westmoreland Heart & Stroke Ball, your company will be recognized and honored as a major contributor to the American Heart Association. You will enjoy the following benefits in return for your philanthropy:

- ♥ Premier table for eight (8) people to Heart Ball 2013
- ♥ A half-page acknowledgement in program book
- ♥ Recognition from the podium the night of the heart ball
- ♥ Name prominently displayed at event
- ♥ Special recognition in all Heart Beat 2013 press releases and related promotions
- ♥ 6 tickets to after party (if planned)
- ♥ 6 tickets to VIP reception (if planned)



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Bronze Sponsorship Opportunities:

As a Bronze Sponsor (\$5,000) of the 2013 Westmoreland Heart and Stroke Ball, your company will be recognized and honored as a major contributor to the American Heart Association. You will enjoy the following benefits in return for your philanthropy:

- ♥ Tickets for eight (8) people to Heart Ball 2013
- ♥ Special recognition in program book
- ♥ Recognition from the podium the night of the heart ball
- ♥ Name prominently displayed at event
- ♥ Special recognition in all Heart Beat 2013 press releases and related promotions
- ♥ 4 tickets to after party (if planned)
- ♥ 4 tickets to VIP reception (if planned)

Thank you for considering the opportunity to become a Heart Ball sponsor. The American Heart Association appreciates your interest in our mission to build healthier lives, free of cardiovascular disease and stroke.

Please contact me with any questions. We look forward to speaking with you again soon about your dealership's participation with the American Heart Association Heart Ball.

Warmest regards,

Kelly Mullen, Division Director
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