

# Champaign Luncheon & Symposium

2/17/2012 . Hilton Garden Inn



American  
Heart  
Association®



nationally sponsored by:



local sponsor:



## 2012 Partnership Opportunities

# OUR MISSION

**Building healthier lives, free of cardiovascular diseases and stroke**

## The Reality:

- Heart disease is our nation's #1 killer, causing 40.6% of all deaths – more than the next six causes of death combined.
- Stroke is our #3 killer and leading cause of serious, long-term disability.
- One out of five women has some form of heart disease.
- Cardiovascular diseases cost the U.S. an estimated \$329.2 billion in 2002.

## Our Impact Goal:

**By 2020, to improve the cardiovascular health of all Americans by 20 percent while reducing deaths from cardiovascular disease and stroke by 20 percent.**



# OUR SOLUTION



**Awareness** – Increase public awareness via educational campaigns of heart disease and stroke as the #1 and #3 killers of Americans.

**Knowledge** – Educate healthcare professionals regarding the latest guidelines as determined by the American Heart Association to treat heart disease and stroke.

**Advocacy** – Educate lawmakers, public officials and the public at large, on the American Heart Association's position surrounding public policies that affect our nation's health.

**Action** – Raise funds that support awareness, education and research programs in Central Illinois.





# Through our action...

Research shows that **96 percent** of women who “Go Red” have made at least one choice to improve their heart health.

- More than 40 percent have lost weight.
- More than half have increased their exercise.
- Six out of ten have changed their diets.
- 53 percent have checked their cholesterol levels.
- One third have investigated their family’s history of heart disease or talked to their doctor about their personal heart risks.



# Through community events...

- Public awareness and call-to-action campaigns



- Targeted public education campaigns for women





# 2012 Go Red For Women Luncheon & Symposium

- American Heart Association's premier fundraising event for women's research awareness and education
- A great opportunity to help fight heart disease and stroke while offering the corporate and medical communities premium marketing opportunities
- Raised over \$55,000 and 300 female attendees in 2011
- Collected over 125 Smoke-Free Illinois petitions
- Over 150 attendees attended one or more educational break-out sessions
- More than 50 women received a free blood pressure and cholesterol screening
- More than 20 area businesses were corporate sponsors in 2011



300 attended the 2011 Go Red For Women Luncheon



Anne Dill,  
Private Client Relationship Manager, Busey  
2012 Go Red for Women Chair







# 2012 Luncheon & Symposium Year-round \$10,000 Sponsorship Levels

## Marketing Benefits: CHOOSE ONE

- A. **Go Red Viewing Party:** Communities across the country will be hosting **Viewing parties** for individuals to see the power of the movement and to learn more about their own Heart Health! Host a viewing party at your business and invite as many or as few as you'd like.
- B. **CASTING CALL:** Host an opportunity for local women to share their stories of heart disease or be the top sponsor of the event to be held at Macy's. Jennie Garth will voice the promotional commercials for this event.
- C. **Go Red Better U:** The Go Red BetterU courses provide guidance to help transform your overall health from the inside out. Select members from your organization to take part in a free 12 week makeover that could change their life! We will feature these ladies at the luncheon event.



## Opportunities to leverage your Partnership

- Opportunity to host a booth at the event
- Opportunity to host an event at the location of your choice
- Two (2) tables of ten (10) at luncheon with table signage
- 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— [www.champaignaredforwomen.org](http://www.champaignaredforwomen.org)
- Opportunity to be recognized in Powerpoint presentation at the event
- Opportunity to be recognized on local Go Red For Women local Facebook site
- 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 COMPANY will be acknowledged the day of the event from the podium

## Investment

**\$10,000**



# 2012 Luncheon & Symposium Year-round \$7,500 and \$5,000 Sponsorship Levels

## Marketing Benefits: CHOOSE ONE

- Faces of Heart:** Sponsor bookmark that features local, female heart disease survivors. The survivor, photo and design will be provided. The quantity, printing and additional distribution (schools, library, public health dept.) will be up to the sponsor.
- Billboard Sponsor:** As a billboard sponsor, your company will have the opportunity to feature one female leader in your organization on the Go Red for Women billboard to be placed around Champaign. The billboard will include 3-5 local prominent businesswomen supporting the mission.
- Picture and a Promise:** Host walk-up digital photo-booth at Luncheon and other relevant, year-round events to visually capture women making a commitment to a healthier lifestyle. Opportunity to mail a "heart healthy" message and printed frames with follow-up materials to participants.
- CPR Anytime Sponsor:** Increase local survivorship of heart-related emergencies through distribution of CPR self-training kits to targeted audience in the community. Sponsor logo will be present on kits. Insert introduction letter from sponsor to accompany kits. (25 kits will be provided and the distribution can be determined by the sponsor).
- Passion Speaker Underwriter:** Comedian Diana Jordan will be the featured speaker at the event. As the underwriter, you'll also be the sponsors of an event hosted on Thursday, Feb. 16<sup>th</sup> at the Forum at Carle.



- Opportunity to host a booth at the event
- Ability to provide volunteers (experts, survivors, staff, etc.) for specific sponsored asset (with American Heart Association approval)
- One (1) table of ten (10) at luncheon with table signage
- Opportunity to have one (1) booth in expo area
- Opportunity to be recognized on local Go Red For Women website - [www.champaignoredforwomen.org](http://www.champaignoredforwomen.org)
- Opportunity to be recognized on local Go Red For Women local Facebook site
- Opportunity to be recognized in Powerpoint presentation at the event
- 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) page of recognition in event program

## Investment

**\$7,500 for Faces of Heart, Billboard and CPR Anytime; \$5,000 Picture and a Promise and Passion Speaker Underwriter**





# 2012 Luncheon & Symposium Event

## \$3,000 Sponsorship Levels

### Marketing Benefits: CHOOSE ONE

#### Year-Round Opportunities:

- A. **Survivor Gallery:** Sponsor unique traveling photo exhibit that features local, female heart disease survivors in intimate black and white portraits and features their compelling stories. – multiple opportunities available
- B. **Go Red Heart to Heart (max of 4 available):** Host a 30 min. breakout session on a specific topic at the Go Red For Women Luncheon & Symposium to give women an opportunity to gather and learn together about fun, consumer-friendly topics relevant to the movement. – multiple available

#### Day of Event Opportunities:

- A. **Speak from the Heart Sponsor:** Sponsor of the keynote passion speaker at the Go Red for Women Luncheon & Symposium
- B. **Swag Bag Sponsor:** Goodie bags will be provided to each guest at the Luncheon and you will have the opportunity to provide one item for each bag.



### Opportunities to leverage your partnership

- Opportunity to host a booth 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)
- Opportunity to be recognized on local Go Red For Women website - [www.champaigngoredforwomen.org](http://www.champaigngoredforwomen.org)
- Opportunity to be recognized on local Go Red For Women local Facebook site
- Opportunity to be recognized in Powerpoint presentation at the event
- All invitations and collateral material will recognize COMPANY as a \$3,000 contributor
- Logo and sponsorship recognition in day of event program 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 ½ page of recognition in event program

### Investment

**\$3,000**



# 2012 Luncheon & Symposium Event

## \$1,500 Sponsorship Levels

### Marketing Benefits:

#### Day of Event Opportunities:

##### A. Table Sponsor

### Opportunities to leverage your partnership

- One (1) table of ten (8) at luncheon with table signage
- Opportunity to provide promotional item for gift bag (American Heart Association approval required)
- Opportunity to be recognized on local Go Red For Women website - [www.champaigngoredforwomen.org](http://www.champaigngoredforwomen.org)
- Opportunity to be recognized in Powerpoint presentation at the event
- Logo and sponsorship recognition in day of event program on day of event collateral materials (time sensitive)

### Investment

\$1,500

### Marketing Benefits:

#### Day of Event Opportunities:

##### B. Exhibit Sponsor

### Opportunities to leverage your partnership

- Four tickets to attend the Luncheon
- Opportunity to be recognized in Powerpoint presentation at the event
- Logo and sponsorship recognition in day of event program on day of event collateral materials (time sensitive)
- Opportunity to host a booth at the event

### Investment

\$1,500