

Champaign Luncheon

2/28/2013 . Hilton Garden Inn



2013 Sponsorship 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 #4 killer and leading cause of serious, long-term disability.
- One out of five women has some form of heart disease.
- Almost 80% of heart disease is preventable.
- Cardiovascular diseases cost the U.S. an estimated \$329.2 billion in 2002.



OUR SOLUTION



Awareness – Increase public awareness via educational campaigns of heart disease and stroke as the #1 and #4 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





2013 Luncheon Event

- 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 \$45,000 and 2400 female attendees in 2012
- Collected over 125 Smoke-Free Illinois petitions
- Over 150 attendees attended one or more educational break-out sessions
- More than 45 women received a free blood pressure and cholesterol screening
- More than 20 area businesses were corporate sponsors in 2012



240 attended the 2012 Go Red For Women Luncheon



Lynne Barnes,
VP Hospital Operations, Carle
2013 Go Red for Women Chair





The American Heart Association's BetterU program is a free Go Red Makeover that can change your life. The AHA's BetterU program includes access to the following:

- 12 weeks of step-by-step guidance on becoming healthy
- Downloadable online BetterMe Coaching Tool
- 365 daily tips from our expert coaches on nutrition, stress, physical activity and more
- Structured long and short term goal setting for you, individual journaling capabilities
- BetterU Forum to connect with other participants
- Healthy recipes to keep you on track

In addition to promoting the BetterU program, we will be unveiling the **Go Red Makeover Challenge**. Encouraging the use of the BetterU online tool, we will provide six local women the opportunity to complete a Go Red Makeover Challenge. These ladies will be carefully selected from our Casting Call held in early November at Macy's.

The Luncheon event would be at conclusion of 8 week program to celebrate lifestyle changes and successes of program for the challengers and create an open forum for Luncheon attendees to ask questions to the challengers about their journey, speak with the expert/mentors and have the opportunity to participate in the full 12 week Go Red Better U program.

Go Red Makeover Challenge is about promoting lifestyle change. It's about educating women and also providing them the tools to make the change. 80% of heart disease is preventable. The American Heart Association's mission is building healthier lives, free of cardiovascular diseases and stroke. This program is designed to promote our mission.....building healthier lives.



2013 Go Red Sponsorship Opportunities – Year Round



Marketing Benefits: CHOOSE ONE

Casting Call: Exclusive sponsor of this opportunity for local women to share their stories about why they want to become a Go Red Better U Makeover Challenger. This Casting Call will be held at Macy's in Marketplace Mall in November and will be promoted through social media and PSA. Sponsor can be on the review panel to determine the six challengers. - **\$5,000**



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. - **\$5,000**



Picture and A Promise: Host walk-up digital photo-booth at Luncheon to visually capture women making a commitment to a healthier lifestyle. Opportunity to email a "heart healthy" message and printed or digital frames with follow-up materials to participants. Photos will be taken by Staske Photography. - **\$5,000**



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). - **\$4,000**



Go Red Better U Makeover Challenger: The Go Red BetterU course... inside out. Select challengers will take part in a cond... ladies at the luncheon event. Beco... on the panel at the... at the Lur... manager... related fie... \$5,000

Separate proposals outline the Challenger Mentor opportunities

transform your overall health from the... ge their life! We will feature these... 's throughout the process and speak... out session



Opportunities to leverage your \$3,000, \$4,000 or \$5,000 Sponsorship Opportunity (listed above)

- Opportunity to host a booth at the event in the expo area
- A table of ten (10) at luncheon with table signage
- 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 site with link to company site – www.champaignoredforwomen.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 to be submitted by sponsor
- The COMPANY will be acknowledged the day of the event from the podium, Powerpoint presentation and in event printed program

2013 Go Red Sponsorship Opportunities – Event Only

Table Sponsor - \$1,500

Benefits:

- One (1) table of eight (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 – champaignoredforwomen.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)

Exhibitor Sponsor - \$1,500

Benefits:

- Four tickets to attend the Luncheon
- Opportunity to be recognized on local Go Red For Women website – champaignoredforwomen.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)