



10th Annual
2010 Champaign County
“Heart of Rock & Roll Ball”
2/20/10
Champaign Country Club
Partnership Opportunities

“The Champaign County Heart Ball held this past February 2009 raised \$150,000 (gross) for the American Heart Association’s fight against heart disease and stroke, which was a tremendous success in the current economic climate. The Heart Ball will celebrate a decade of dedicated fund raising with the 2010 event. Over the last nine years, the sponsors and patrons raised \$1.1 million (net) for the organization. On behalf of the planning committee, I appreciate your consideration for the 10th annual event.

– Amanda Beckler, Director American Heart Association

Who We Are



Mission

Reduce disability and death from heart disease and stroke

Fight the #1 and #3 killers of adults across all demographics and economic backgrounds
Provide credible, effective prevention/treatment information as our strategic driving force

Goal

Decrease heart disease, stroke and risk by 25% by 2010

Improve the quality of cardiovascular disease and stroke outcomes for patients
Recently met ambitious 2010 health impact goal and now proactively planning for 2020

Reach

Largest voluntary organization fighting heart disease/stroke in the U.S.

Made up of 8 affiliates/900 divisions across the country, offering national/grassroots reach
Support local presence via national tools and best-in-class content/collateral

Research

Invest \$400 million in research, education and awareness annually

Provide latest guidelines, journals, conferences, seminars and educational information

Why We Make a Great Partner



Brand Awareness: 98% of consumers have a favorable reaction to the AHA logo and 90% of consumers say they are more likely to buy a product displaying the AHA's logo

Exclusive Access: AHA has built an elite network of influential's nationwide, allowing for unprecedented access to high profile donors, experts, volunteers, executives and more

Mission Leader: AHA is seen as the industry leader with innovative, mission-driven programs that drive social impact and measurable results

Leadership Position: Voted one of America's Greatest Brands in 2007; won 30+ industry awards for events, cause campaigns, corporate partnerships and nonprofit marketing

Customer Centricity: Organization-wide implementation of corporate customer management approach results in unprecedented customer satisfaction and retention

Why Partner Now?



Increased Buying Power of Women

Women control 88% of purchases today and are a prime marketing target



Recruiting & Retaining Top Talent

79% of Millennials want to work for a company that cares about how it impacts the community



Changing Consumer Expectations

Brands that engage people emotionally command prices 20% to 200% higher than competitors



Corporate Reputation

90% of consumers would consider switching to another company's products due to a company's negative corporate citizenship practices



Increased Competition

Every day, consumers come into contact with around 5,000 ads or product impressions



Power of Partnerships

Through a co-branded relationship, customer acquisition costs could be 15% less than through other means

Social Issues Impact Stakeholders



Stakeholders consider a company's commitment to social issues when making decisions on how to invest, where to shop and where to work...

92%

of Americans have a **more positive image of a company** when the company supports a cause the consumer cares about²

77%

of Americans consider a company's commitment to social issues when deciding **where to work**²

87%

of Americans consider a company's commitment to social issues when deciding **what to buy or where to shop**¹

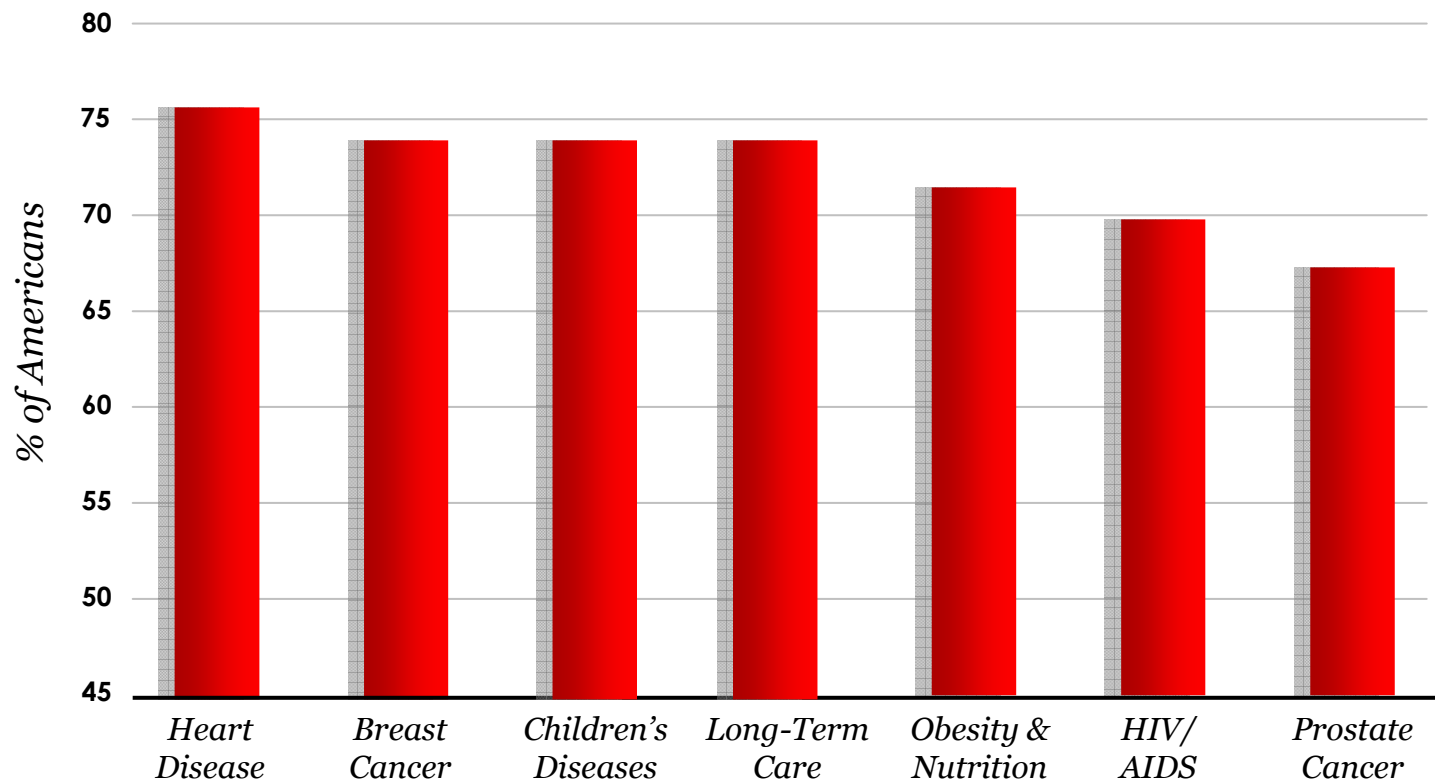
70%

of Americans are more likely to **invest in stocks or mutual funds** associated with brands that support social issues¹

Why Support Heart and Stroke?



Overall health ranks 1st (along with education) among issues Americans want companies to support. Within the health category, heart disease tops the chart:



Three Focused Societies



Committed to advancing innovative medicine and research that fight heart disease and stroke



Committed to providing hope for our future—our children—by taking action to improve their heart health



Committed to using philanthropy as a catalyst for action and impact in fighting heart disease and stroke

National Momentum To-Date



With the help of donors like you, we celebrate the cumulative accomplishments of Heart Balls to-date:

- ❖ **269** Heart Balls happen yearly in the United States
- ❖ **\$217 million** raised for AHA to date nationwide
- ❖ **\$55 million** raised nationwide in 2008-09 FY alone
- ❖ **\$8.4 million** raised through Special Appeal over the past two years nationwide
- ❖ **150,000+** individuals attending Heart Balls nationwide, each year
- ❖ **\$1.1 million** (net) raised in the last 9 years from the Champaign Co. Heart Ball

Champaign Heart Society: Sponsorship Summary

Champaign Heart Society Year-Round Champions - \$15,000 (3 Available)

Champaign Heart Ball Signature Sponsor - \$30,000 (Carle Heart & Vascular Institute)



**Healing Heart Society
Champion \$15,000**

Assets

Year-round Opportunities

Research Day - \$10,000
Heart Heroes Gallery/Tour - \$7,500
Sold to Health Alliance
Research Grant Reception - \$7,500
Day with the Doctor – Heart \$5,000
Day with the Doctor – Stroke \$5,000
Wellness Visit - \$3,000



**Hopeful Heart Society
Champion \$15,000**

Assets

Year-round Opportunities

Champion Newsletter - \$7,500
Infant CPR - \$5,000



**Helping Heart Society
Champion \$15,000**

Assets

Year-round Opportunities

Red Wine Tasting - \$10,000
HeART of the Matter - \$5,000
Heart Heroes Welcome - \$5,000



**Heart Ball
Signature Night of
Assets/Underwriting
Opportunities**

Event/Day-of Opportunities

Red Carpet Entert. Sponsor - \$4,000
Wine Sponsor - \$4,000
Spirits Sponsor - \$4,000
Sweetheart Dessert Sponsor - \$3,000
Red Carpet Photo Sponsor - \$3,000
Valet Sponsor - \$2,000
Gift Bags Sponsor - \$2,000
Printing Sponsor - \$2,000
VIP Table Sponsor - \$5,000
Table Sponsor - \$2,500

VIP Table Sponsors - \$5,000

Table Sponsors - \$2,500

Individual Attendees: \$500 per couple

Overall Society Champion
- Healing, Hopeful, Helping –
Exclusive Overall Year-Round Society Champion:
\$15,000 (1 per Society, 3 Total)



Heart Ball Benefits:

- Two preferred tables for 10 at the Heart Ball
- Prominent logo placement on evening's PowerPoint presentation
- Full page CEO welcome letter in the Heart Ball Event Program Book
- Full page acknowledgement in the Heart Ball Event Program Book
- Ability to donate Healing Heart-themed item for live auction
- Ability to provide custom, health-related giveaways, gifts, educational material at events

Inclusion:

- Year-round presence/invitations to all Heart Society activities and events
- Year-round speaking opportunities, expert participation and/or recognition, as appropriate
- Logo or name recognition on exclusive program executions, as feasible and in media/PR, as appropriate
- Recognition as a Heart and Stroke Champion by being listed in the AHA's annual report
- Access to reproducible AHA materials

Access:

- Top presence for all Promotional Partner events within your Heart
- Year-round networking access to specific target audiences specific to each society (i.e. doctors, scientists, influencers, families, consumers, businesses, Society members, etc.)
- Logo or name recognition in Champion Newsletter sent to key influential's within the community

Activation:

- Right of first refusal to host year-round activities on-site, at homes/other location (first come, first served)
- Ability to send post-event outreach/mailing
- Year-round select Society logo usage rights for internal/external communications, fundraisers, etc.

Healing Heart Society

Year-round Asset Details



Research Day (1 opportunity) \$10,000

- Opportunity to invite students to the AHA's groundbreaking research/clinical trials; event offers interested students (college level and up) an opportunity to interact with top researchers and learn tips on writing good research papers, choosing a specific funding area and how to get the AHA-funding for research projects
 - 30-day activation rights around select program
 - Ability to designate as "Proud to support [Program] for [Specific] Hearts Society" in text
 - One table of 10 at the Heart Ball
 - Full page acknowledgement in the Heart Ball Event Program
 - Logo exposure on evening's PowerPoint presentation



Research Grant Reception (1 opportunity) \$7,500

- Reception, check presentation, award ceremony or luncheon/dinner held in markets already awarding grants to local researchers
 - 30-day activation rights around select program
 - One table of 8 at the Heart Ball
 - Full page acknowledgement in the Heart Ball Event Program
 - Logo exposure on evening's PowerPoint presentation



Heart Heroes Gallery (1 opportunity) \$7,500 *Sold to Health Alliance*

- Modern, sophisticated traveling photo exhibit honoring heart heroes in community which may include: child and adult patients and survivors, patients' families/caregivers, doctors, researchers, major donors, volunteers, etc.
- Gallery of photos will ultimately be displayed at Heart Ball, following tour of community sites, e.g. sponsor sites, malls, community events, etc.
 - Co-branding logo exposure around select display
 - One table of 8 at the Heart Ball
 - Full page acknowledgement in the Heart Ball Event Program
 - Logo exposure on evening's PowerPoint presentation

Healing Heart Society

Year-round Asset Details



Day with the Doctor – Heart (1 opportunity) \$5,000

- Gatherings that occur a few times a year to engage select members in practical applications of science and introduce them to local heart experts, e.g. hospital tour of new cardiac wing, CVD surgery viewing, dinner with cardiologist
 - Co-branding logo exposure around select display
 - One table of 8 at the Heart Ball
 - Full page acknowledgement in the Heart Ball Event Program
 - Logo exposure on evening's PowerPoint presentation



Day with the Doctor – Stroke (1 opportunity) \$5,000

- Gatherings that occur a few times a year to engage select members in practical applications of science and introduce them to local stroke experts, e.g. hospital tour of neuroscience wing, dinner with neurologist, stroke-related surgery viewing
 - Co-branding logo exposure around select display
 - One table of 8 at the Heart Ball
 - Full page acknowledgement in the Heart Ball Event Program
 - Logo exposure on evening's PowerPoint presentation



Wellness Visit (2 opportunities) \$3,000

- Opportunity to have health professionals, e.g. trainers, doctors, nutritionists, visit local businesses to provide tips and tools around wellness
 - 30-day activation rights around select program
 - One table of 8 at the Heart Ball
 - Full page acknowledgement in the Heart Ball Event Program
 - Logo exposure on evening's PowerPoint presentation

Hopeful Heart Society

Year-round Asset Details



Champion Newsletter \$7,500

- ✿ Email and/or print newsletter sent to Society members three times per year
- ✿ May include news stories, updates and photographs about various Society-related events, AHA news, Champion highlights, and Heart Ball/Appeal updates, etc.
 - Co-branding logo exposure in Quarterly Newsletter
 - One table of 8 at the Heart Ball
 - Full page acknowledgement in the Heart Ball Event Program Book
 - Logo exposure on evening's PowerPoint presentation



Infant CPR (2-opportunities) \$5,000

- ✿ Fund and distribute (TBD) number of Infant CPR kits via community activity
- ✿ Work within the community to get parents trained in Infant CPR; host activities, trainings, etc.
 - Co-branding logo exposure around event or distribution
 - One table of 8 at the Heart Ball
 - Full page acknowledgement in the Heart Ball Event Program Book
 - Logo exposure on evening's PowerPoint presentation

Helping Heart Society

Year-round Asset Details



Red Wine Tasting (1 opportunity) - \$10,000

- Exclusive pre-event that gathers wine connoisseurs to taste and select wines to be served at Heart Ball; attendees receive latest heart-healthy recipes to pair with wines and/or brief presentation on science regarding red wine/health benefits (*wine and event location must be obtained by sponsor*)
 - 30-day activation rights around select event
 - Logo or name recognition on exclusive program executions, as feasible and in media/PR, as appropriate
 - One table of 10 at the Heart Ball
 - Full page acknowledgement in the Heart Ball Event Program Book
 - Logo exposure on evening's PowerPoint presentation



HeART of the Matter (1 opportunity) - \$5,000

- Select local artists create their vision of what "heart" means to them; artwork will be auctioned off to benefit AHA and may also be on display at local galleries, along with awareness materials to educate art community around heart-health
 - 30-day activation rights around select event
 - Logo or name recognition on exclusive program executions, as feasible and in media/PR, as appropriate
 - One table of 8 at the Heart Ball
 - Full page acknowledgement in the Heart Ball Event Program Book
 - Logo exposure on evening's PowerPoint presentation



Heart Heroes Welcome (1 opportunity) - \$5,000

- Artistically designed table tent at each Heart Ball attendee's place-setting, capturing the year's most inspiring pictures from Heart Heroes Gallery
- Heart Heroes pictures may also be printed on postcards and/or Appeal pledge cards to be distributed to attendees family and friends in upcoming year
 - 30-day activation rights around select event
 - Logo or name recognition on exclusive program executions, as feasible and in media/PR, as appropriate
 - One table of 8 at the Heart Ball
 - Full page acknowledgement in the Heart Ball Event Program Book
 - Logo exposure on evening's PowerPoint presentation

Heart Ball Signature Assets

Event/Day-of Asset Details



Red Carpet Entertainment Sponsor \$4,000

- One table of 8 at the Heart Ball
- Half page acknowledgement in the Heart Ball Event Program
- Logo exposure on evening's PowerPoint presentation

VIP Table Sponsor \$5,000

- One VIP table of 10 at the Heart Ball with Dining Experience w/ Celebrity Chef Dave Martin from Season 1 of Bravo's "Top Chef"
- Half page acknowledgement in the Heart Ball Event Program
- Logo exposure on evening's PowerPoint presentation

Spirits Sponsor \$4,000

- One table of 8 at the Heart Ball
- Half page acknowledgement in the Heart Ball Event Program
- Logo exposure on evening's PowerPoint presentation

Table Sponsor \$2,500

- One table of 8 at the Heart Ball
- Line listing as Table Sponsor in Heart Ball Event Program

Wine Sponsor \$4,000

- One table of 8 at the Heart Ball
- Half page acknowledgement in the Heart Ball Event Program
- Logo exposure on evening's PowerPoint presentation

Printing Sponsor \$2,000

- 4 seats at the Heart Ball
- Line listing as Sponsor in Heart Ball Event Program

Sweetheart Dessert Sponsor \$3,000

- One table of 8 at the Heart Ball
- Half page acknowledgement in the Heart Ball Event Program
- Logo exposure on evening's PowerPoint presentation

Gift Bags Sponsor \$2,000

- 4 seats at the Heart Ball
- Line listing as Sponsor in Heart Ball Event Program

Red Carpet Photo Sponsor \$3,000

- One table of 8 at the Heart Ball
- Half page acknowledgement in the Heart Ball Event Program
- Logo exposure on evening's PowerPoint presentation

Valet Sponsor \$2,000

- 4 seats at the Heart Ball
- Line listing as Sponsor in Heart Ball Event Program

Individual reservations may be made at \$500/couple and are based on availability.
For reservation requests and ticket purchases, please visit www.heart.org/champaignilheartball.