



American  
Heart  
Association

American  
Stroke  
Association®

*American Heart Association  
Peoria Heart and Stroke Ball  
Partnership Opportunities*

**Saturday, February 11, 2012**

*Tenth Anniversary*



# Who We Are

## Mission

*Reduce disability and death from heart disease and stroke*

To build healthier lives, free of cardiovascular diseases and stroke.

## Goal

*Decrease heart disease, stroke and risk by 20% by 2020*

Improve the quality of cardiovascular disease and stroke outcomes for patients  
Recently met ambitious 2010 health impact goal and introduced 2020 goal.

## 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 influentials 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



# 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 about<sup>2</sup>

**77%**

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

**87%**

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

**70%**

of Americans are more likely to **invest in stocks or mutual funds** associated with brands that support social issues<sup>1</sup>

# How We Spend Donor Dollars



## Improving Patient Care

Our Get With The Guidelines hospital-based quality improvement program helps heart and stroke patients get the best treatment. Mission: Lifeline helps patients with the most severe kind of heart attack get the specialized emergency services that save lives. And our Emergency Cardiovascular Care program is working to increase survival rates for victims of sudden cardiac arrest. We trained about 12 million people in first aid and CPR last year and even launched a phone app used by nearly 80,000 people.

## Research

Research is a major weapon in our fight against heart disease and stroke. We're second only to the federal government in funding cardiovascular and stroke research. In fact, research we've funded has produced several Nobel Prize winners in the past 25 years.

## Awareness

My Life Check is an online tool that uses Life's Simple 7 health factors to educate consumers about their heart health and give them an action plan to improve it. Heart 360 is an online cardiovascular wellness center that empowers patients and healthcare providers to improve patient health. Go Red For Women is the American Heart Association's movement to encourage women to take action to reduce their risk of heart disease.

## Protecting the Future

Nearly one in three children and teens in the United States is overweight or obese. As a result, more kids than ever are developing high blood pressure, elevated cholesterol and type 2 diabetes. We are working with beverage makers, Nintendo of America and the NFL on programs to help kids develop lifelong, healthy habits for nutrition and physical activity.



# How We Spend Donor Dollars Continued



Leading the fight for clean indoor air in public areas such as workplaces, bowling alleys, restaurants, pubs, etc... **We did that!**

Research shows that heart attack rates drop immediately following implementation of a smoke-free law, reaching a 17% reduction after one year and about a 36% reduction after three years.

Reducing the calories your children consume at school...

**We did that!**

According to a 2010 report from the Alliance for a Healthier Generation, there has been an **88% decline** in calories in soda and other beverages shipped to schools since a three-year agreement with the major beverage companies, such as the Coca-Cola Company, Dr Pepper Snapple Group and Pepsi-Co, Inc.

Establishing CPR guidelines and training people of all ages... **We did that!**

Effective bystander CPR, provided immediately after cardiac arrest, can double a victim's odds of survival. Our *CPR Anytime* products train people in this lifesaving skill in just 22 minutes!



Advocating to place AEDs (automated external defibrillators) in public places such as airports, golf courses and malls...

**We did that!**

Only an electric shock can restart a stopped heart. For each minute without defibrillation, a cardiac arrest victim's odds of survival decrease by 7-10%.save lives!



Helping hospitals provide better treatment for cardiac and stroke patients...

**We did that!**

Our **Get with the Guidelines** quality improvement program has impacted the lives of 2 million patients – and counting – by helping hospitals treat patients according to evidenced-based guidelines proven to improve health outcomes.

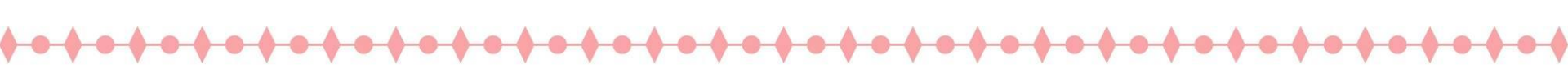


Advancing surgical techniques, developing the artificial valve, pacemakers and cardiac stents... **We did that!**

The American Heart Association has funded research that led to many medical breakthroughs, including pacemakers, artificial heart valves, CPR, and blood pressure and cholesterol-lowering drugs.

## Peoria Heart Ball: Sponsorship Summary Benefits

Level and Benefits	\$35,000 Society	\$20,000 Signature	\$10,000	\$7,500	\$5,000	\$3,000	\$2,500	\$1,500
Use of AHA/ASA Name	Yes	Yes	No	No	No	No	No	No
Use of AHA/ASA Logo	Yes	Yes	No	No	No	No	No	No
Use of Heart Ball Name	Yes	Yes	Yes	Yes	Yes	Yes	No	No
Use of Heart Ball Logo	Yes	Yes	Yes	Yes	No	No	No	No
Partnership on lead in events	Yes	Yes	Yes	Yes	Yes	No	No	No
Company Logo displayed on	Save the Date, Invitation, program, on-site signage, website	Save the Date, Invitation, program, on-site signage, website	Save the Date, Invitation, program, on-site signage, website	Save the Date, Invitation, program, on-site signage, website	Program, website	Program, website	Program, website	No
Company Name/Logo in and on event PR/Media	All	All	All	All	Press Release Only	Press Release Only	No	No
Program Book	Full Page, Color, Cover Ad	Full Page, Color Ad	Full Page Ad	Full Page Ad	Half Page Ad	Half Page Ad	Logo Only	Name Only
Evening Presentation	Ad	Ad	Ad	Logo	Logo	Logo	Name Only	No
Speaking Opps. at event	Yes	Yes	No	No	No	No	No	No
Seating	2 VIP Tables	2 VIP Tables	1 VIP Table	1 VIP Table	1 VIP Table	1 Table	1 Table	1 Table



*Thank you!*

