



American  
Heart  
Association®

*heart ball*



*Par A Dice Hotel and Conference Center, East Peoria*  
**February 23, 2013**

# ***Sponsorship Opportunities***

# What is the Heart & Stroke Ball?



*heart ball*

The American Heart Association Heart & Stroke Ball is a nationwide event that celebrates our mission to build healthier lives, free of cardiovascular disease and stroke. For more than 10 years, the Peoria Heart & Stroke 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.

## **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

## **Emergency Cardiovascular Care (ECC)**

- Training 14 million rescuers
- Training thousands in Hands-Only CPR
- Advocating for CPR requirements to middle and high schools students in states; including Illinois

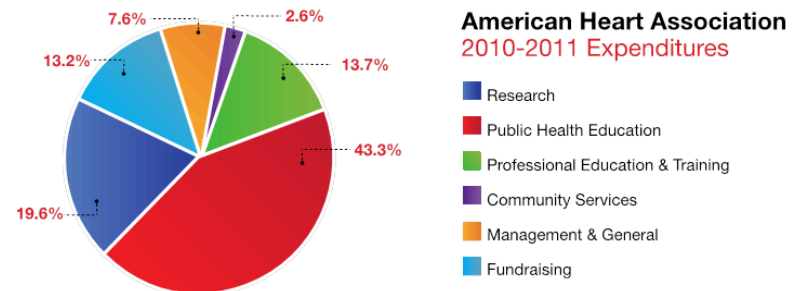
# Your Contribution Matters



*heart ball*

Your support of the AHA contributes to our success in a very profound way. The Heart & Stroke 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.

This chart represents how contributions made to AHA are distributed.



## **Nationally, Heart & Stroke 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 & Stroke Ball in 2012

## **Locally, Heart & Stroke Ball has:**

- Raised \$768,000 for the AHA in the last 5 years
- Encouraged local companies to join in the fight against heart disease and stroke
- Received contributions from more than 90 individual donors
- Grown attendance to more than 300 in 2012

# How We Spend Your Donor Dollars



heart ball



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.



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!



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.



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.



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!



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.

# Your Support of the Heart & Stroke Ball



*heart ball*

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

**A relationship with one of the nation's leading health organizations.** The AHA has more than 23 million supporters nationwide and thousands 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 & Stroke Ball is attended by our community's top healthcare organizations and leading businesses, as well as high profile individuals and decision makers.

**Employee motivation and pride.** 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.

**Year-round partnership opportunities tied to our mission and night-of sponsorship levels are available starting at \$10,000.**



# Sponsorship Opportunities



*heart ball*

## **Key Asset Sponsor \$7,500 (After Party, Wine Tasting, Red Lounge, Photo Card, Valet)**

- One VIP table for 10
- Full page, full color acknowledgement in the Heart & Stroke Ball Event Program
- Logo exposure on evening's PowerPoint presentation
- Logo exposure on sponsor recognition page in the Heart & Stroke Ball Event Program
- Logo exposure at [www.peoriaheartball.org](http://www.peoriaheartball.org)
- Company name recognition from the podium at the event
- Logo exposure on additional collateral depending on asset chosen



## **VIP Table Sponsor \$5,000**

- One VIP table for 10
- Full page, full color acknowledgement in the Heart & Stroke Ball Event Program
- Logo exposure on evening's PowerPoint presentation
- Logo exposure on sponsor recognition page in the Heart & Stroke Ball Event Program
- Logo exposure at [www.peoriaheartball.org](http://www.peoriaheartball.org)
- Company name recognition from the podium at the event

## **Table Sponsor \$2,500**

- One table for 10
- Half page, full color acknowledgement in the Heart & Stroke Ball Event Program
- Logo exposure on evening's PowerPoint presentation
- Name listed on sponsor recognition page in the Heart & Stroke Ball Event Program
- Name listed at [www.peoriaheartball.org](http://www.peoriaheartball.org)
- Company name recognition from the podium at the event

## **Company Table \$1,500**

- One table for 10
- Name listed on sponsor recognition page in the Heart & Stroke Ball Event Program