



10TH YEAR ANNIVERSARY SPONSORSHIP PACKAGES

Heart of Platinum Sponsor ♥ \$50,000

- Preferred seating for 10 guests
- Day of event sponsorship/display or other event opportunity as agreed upon by AHA and sponsor
- Full page color placement in event journal
- Listing on all collateral for the event (save the date, invite, program, journal)
- Logo placement on all event signage and event collateral (save the date, invite and journal)
- Verbal recognition from the podium
- Recognition in all press releases for the event
- Listing and link on the nationally recognized and award-winning American Heart Association website
- Multi-media licensing rights to the Go Red For Women logo in the New York City area for 30 days
- National recognition as an American Heart Association *Heart and Stroke Champion* in the Annual Report
- Quarterly employee wellness events or Lunch and Learns organized for sponsor company employees by AHA

Heart of Gold Sponsor ♥ \$25,000

- Preferred seating for 10 guests
- Full page black and white placement in event journal
- Listing on all collateral for the event (save the date, invite, program, journal)
- Listing on the local event web page
- National recognition as an American Heart Association *Heart and Stroke Champion* in the Annual Report
- Two employee wellness events or Lunch and Learns organized for sponsor company employees by AHA
- Go Red For Women mission event TBD to be agreed upon by AHA and sponsor

Heart of Silver Sponsor ♥ \$15,000

- One table of 10
- Half page black and white placement in event journal
- Listing on all collateral for the event (save the date, invite, program, journal)
- National recognition as an American Heart Association *Heart and Stroke Champion* in the Annual Report
- One employee wellness event or Lunch and Learn organized for sponsor company employees by AHA
- Go Red For Women mission event TBD to be agreed upon by AHA and sponsor

Heart of Bronze Sponsor ♥ \$10,000

- One table of 10
- Quarter page black and white placement in event journal
- National recognition as an American Heart Association *Heart and Stroke Champion* in the Annual Report
- Go Red For Women mission event TBD to be agreed upon by AHA and sponsor

10th Year Table of 10 ♥ \$5,000

10th Year Heart Patron Ticket ♥ \$1,500

10th Year Single Ticket ♥ \$750



OTHER SPONSORSHIP AND EVENT DISPLAY OPPORTUNITIES

BetterU Makeover Challenge ♥ \$25,000

The Go Red BetterU Makeover Challenge will be a unique, broad and sustained opportunity that will positively position your organization as a leader and champion for women's cardiovascular health. The Go Red BetterU Makeover Challenge will strategically align your organization with the Go Red For Women movement with a program that aims to heighten awareness; promote education and prevention; build passion; and positively impact the health of high-risk women through small, simple behavior change.

AHA Go Red BetterU is a 12-week online makeover that can change and even save the lives of women by providing guidance to transform a woman's overall health through small, simple choices. Ignoring fad diets and new exercise trends, Go Red BetterU focuses on the skills and information that help today's women lead their own lives, only better.

The year-long initiative will align with Go Red For Women and the program itself will identify, engage and support high-risk women of color as they move through the program.

Go Red BetterU Makeover Challenge will recruit and support up to four "classes" of high-risk women to go through the program, with an emphasis on African-American, Latina and Hispanic women. Upon completion and graduation, two new Go Red BetterU Makeover Challenge "classes" will be recruited to also run concurrently.

Two of the 12 modules or classes focus on hypertension and diabetes, and those risk factor-behavior areas will be emphasized throughout the program. Furthermore, the Go Red BetterU Makeover Challenge will educate the high-risk women about the Novartis-sponsored *Check It, Change It* program and drive them to the *Check It, Change It* Web site for information and resources.

Your organization will have the opportunity to participate in "class announcement" and "class graduation" celebration ceremonies in respective markets as the women begin the Go Red BetterU Makeover Challenge and successfully complete the program. You will also have the opportunity to advance their "health experts" on hypertension, nutrition, physical activity, general risk factors, etc., to be "hands on" and engaged during periodic coaching conference calls with the women as they move through the program.

For the day of the Go Red For Women Luncheon, you will receive the following:

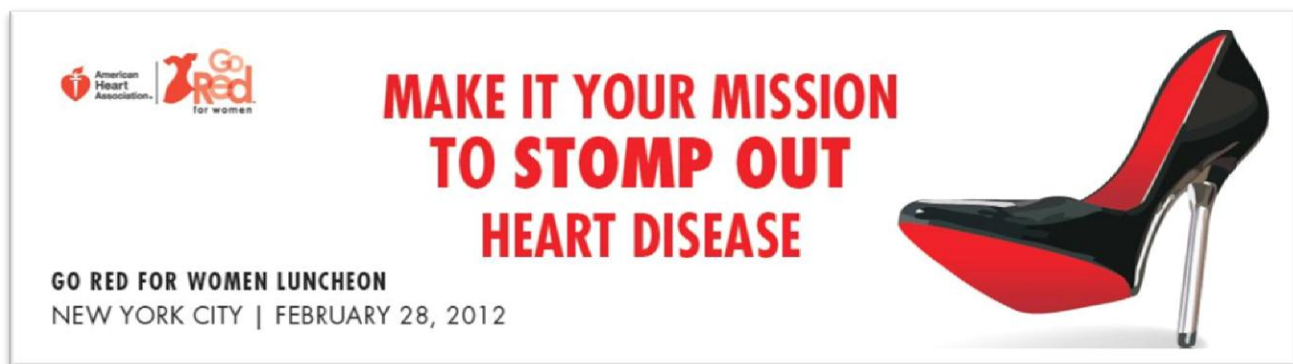
- Preferred seating for 10 guests
- Recognition from the podium
- Quarter page card black and white placement in event journal
- National recognition as an American Heart Association *Heart and Stroke Champion* in the Annual Report

Picture and a Promise Flip Book Station ♥ \$15,000

The Picture and a Promise Flip Book Station exists in the Wellness Room of the Go Red For Women Luncheon. Attendees will have the opportunity to have their photos taken at the event which will then be printed out for them to take home. The printed keepsake will feature your organization co-branded with Go Red For Women and exposed the 1200 attendees.

For the day of the Go Red For Women Luncheon, you will receive the following:

- Preferred seating for 10 guests
- Quarter page card black and white placement in event journal
- National recognition as an American Heart Association *Heart and Stroke Champion* in the Annual Report



(co-branded cover for flip book printout)

Survivor Boa Bar ♥ \$15,000

The Survivor Boa Bar will give your organization the opportunity to recognize survivors while displaying materials to over 1200 attendees at the Go Red For Women Luncheon.

For the day of the Go Red For Women Luncheon, you will receive the following:

- Preferred seating for 10 guests
- Quarter page card black and white placement in event journal
- National recognition as an American Heart Association *Heart and Stroke Champion* in the Annual Report

