

**2010 CINCINNATI HEART BALL  
Sponsorship Opportunities**

CHAIRS: Dr. Loren and Mrs. Debbie Hiratzka  
DATE: February 6, 2010  
LOCATION: Hilton Cincinnati Netherland Plaza



<b>Cincinnati Heart Ball Signature Sponsor</b> .....	<b>\$75,000</b>
The Signature Sponsor will enjoy their company logo on printed collateral materials ♥ Top presence/recognition at Heart Ball day-of activities ♥ Recognition on local Heart Ball website and PR/media outreach ♥ Recognition in event program ♥ Full page advertisement in event program ♥ Opportunity to execute one year-round event ♥ Three tables of ten (10) guests ♥ Item in Heart Ball gift bag	
<b>Red Heart Lounge Party Sponsor (exclusive)</b> .....	<b>\$30,000</b>
This sponsor will have the opportunity to keep up the momentum after the Heart Ball dinner and program. Hundreds of Young Professionals will be invited to join the crowd from 9pm to 1am. This hip sponsorship will help create awareness among YP's to help educate them on their risks for Cardiovascular Disease and Stroke. Benefits include: Table of 10 ♥ Recognition on Heart Ball collateral material and website ♥ Sponsor's logo on all After Party signage ♥ Sponsor's logo on signage/marketing materials at 3-4 year-round YP Happy Hours ♥ Full page ad in event program ♥ Item in Heart Ball gift bag ♥ *Chose exclusive table * <b>3 (three) Red Heart Lounge Sponsors at \$10,000 each</b>	
<b>Entertainment Sponsor</b> .....	<b>\$15,000</b>
This sponsor will have visibility all evening as the Entertainment Sponsor during cocktail hour, dinner and the after party. Entertainment will include band, DJ and any additional entertainment throughout the evening (actors/actresses, etc). Signage with the sponsor's company logo will be on each stage. Benefits include: Table of 10 ♥ Recognition on Heart Ball collateral material ♥ Full page ad in event program ♥ Item in Heart Ball gift bag	
<b>Heart Ball Photo Sponsor</b> .....	<b>\$15,000</b>
This sponsor will be recognized on the thank you notes that will be sent to guests after the event. Pictures of guests will be taken during cocktail hour, dinner and the after party. The photographer will gather mailing addresses and pictures will be distributed following the event as thank you cards with sponsor's logo. Other Benefits include: Table of 10 ♥ Recognition on Heart Ball collateral material ♥ Half page ad in event program ♥ Item in Heart Ball gift bag	
<b>Heart Ball Gift Bag Sponsor</b> .....	<b>\$10,000</b>
This sponsor will provide exclusive thank you bags for American Heart Association supporters and donors who attend the Heart Ball. Gift bag will display company logo. Contents may include company inscribed items and stroke-health related items, educational information, high-end giveaways and/or gift certificates. Other Benefits include: Table of 10 ♥ Recognition on Heart Ball collateral material ♥ Half page ad in event program ♥ Item in Heart Ball gift bag	
<b>Heart Sponsor</b> .....	<b>\$10,000</b>
Table of 10 ♥ 10 (ten) additional tickets to the Red Heart Lounge Party ♥ Recognition on Heart Ball collateral material ♥ Full page ad in event program ♥ Item in Heart Ball gift bag *multiple available*	
<b>Valet Parking Sponsor</b> .....	<b>\$10,000</b>
This sponsor will have the ability to provide valet parking services as a luxury for guests arriving/departing the Heart Ball. Sponsor may provide each vehicle with a bottle of water, thank you note and/or health snack with company logo appearing on item. Other Benefits include: Table of 10 ♥ Recognition on Heart Ball collateral material ♥ Full page ad in event program ♥ Item in Heart Ball gift bag	
<b>Toast to Your Heart Sponsor</b> .....	<b>\$10,000</b>
This sponsor will provide fun cups/glasses (glow in the dark, blinking lights, etc) for the Young Professionals as they arrive at the Red Heart Lounge Party. They will use this cup/glass throughout the evening to refill their drink. Each cup/glass will feature the sponsor's logo. Other Benefits include: Table of 10 ♥ Recognition on Heart Ball collateral material ♥ Half page ad in event program ♥ Item in Heart Ball gift bag	
<b>Heart Ball Cracker Jack Box Sponsor</b> .....	<b>\$10,000</b>
This sponsor will have their logo displayed on hundreds of boxes of cracker jacks that will be sold during either the cocktail hour or the after party (sponsor's choice). Each box will include a valuable prize. Other Benefits include: Table of 10 ♥ Recognition on Heart Ball collateral material ♥ Half page ad in event program ♥ Item in Heart Ball gift bag	
<b>Heart Ball Coffee Bar Sponsor</b> .....	<b>\$7,500</b>
Visibility as Coffee Bar Sponsor during cocktail hour and during after party ♥ 2 tickets ♥ Company listed in event program	
<b>Corporate Heart Table Sponsor</b> .....	<b>\$5,000</b>
Table of 10 ♥ Company listed in event program ♥ Quarter page ad in event program ♥ *Multiple Available*	
<b>Heart Ball Coat Check Sponsor</b> .....	<b>\$2,500</b>
Visibility as Coat Check Sponsor during event ♥ 2 tickets ♥ Company listed in event program	
<b>Heart Ball Decorations Sponsor</b> .....	<b>\$2,500</b>
Recognition on event signage as Decorations Sponsor ♥ 2 tickets ♥ Company listed in event program	

Table of 10 ♥ Host listed in event program ♥ \*Multiple Available\* \$3000  
Table of 8 ♥ Host listed in event program ♥ \*Multiple Available\* \$2400

Program Advertising: Full Page - \$2000 Half Page - \$1000 Quarter Page - \$800

The Cincinnati Heart Society is an elite coalition of compassionate corporate and individual “insiders” who foster relationships and work with influencers to make lasting change happen for special initiatives that support the overall mission of the association. The Helping Heart, Healing Heart and Hopeful Heart Societies allow sponsors to participate in local cause outreach year-round.



**Helping Heart Society Sponsorship Opportunities**

Helping Heart Society Opportunities include presence at the 2010 Cincinnati Heart Ball: Table of 10 ♥ Recognition on all collateral material ♥ Full page advertisement in event program ♥ Item in Heart Ball gift bag

**A). Sweet Heart Desserts Challenge.....\$50,000**

This exclusive social hour is a pre-event that gathers guests from the corporate, medical and social communities. Guests will enjoy a medley of desserts, one of which will be selected to be served as the dessert at the 2010 Heart Ball. Benefits include an article of the event in the Heart Ball event program and sponsor’s logo on Dessert Challenge invitations.

**B). CPR Anytime Sponsor.....\$25,000**

Sponsor will distribute CPR Anytime kits to a targeted audience of their choice in the community. The audience will register online for kits and then pick up the kits at sponsor’s local store(s)/office(s). An introduction letter from sponsor will be inserted in the kits. The number of kits is to be determined and paid for by the sponsor. Benefits include sponsor’s logo on the kits, recognition on registration website.

**C). Day with the Doctor.....\$15,000**

This once in a lifetime opportunity allows the sponsor to be in front of an elite group of high level donors and corporate leaders. These individuals will be invited to view a cardiac surgery. After the surgery, the sponsor will be able to network and interact with guests at a small reception. Benefits include sponsor’s logo on Day with the Doctor invitations.

**Healing Heart Society Sponsorship Opportunities**

Healing Heart Society Opportunities include presence at the 2010 Cincinnati Heart Ball: Table of 10 ♥ Recognition on all collateral material ♥ Full page advertisement in event program ♥ Item in Heart Ball gift bag

**A). Research Salon.....\$50,000**

An intimate and exclusive group of corporate, medical and social professionals will be gathered to interact with a top researcher in Cincinnati that is funded by the American Heart Association. The researcher will speak about the ground-breaking research that he/she is working on while guests enjoy mingling and net-working among socialites. Benefits include an article about the event in the Heart Ball event program and company logo on Research Salon invitations.

**B). Wellness Visits.....\$25,000**

This opportunity allows a company to sponsor health screenings for their employees. In addition to the screenings, the screening company will also provide tips and tools around wellness. The AHA will also work with the company’s cafeteria to serve Heart Healthy foods on Mondays (if applicable) and help set up “walk while you work” meeting dates. Benefits include sponsor’s logo on all collateral materials and signage.

**C). Speaking Heart Lecture Series.....\$15,000**

This opportunity allows a company to sponsor a quarterly series that visits local businesses, hospitals and/or other sites of sponsor’s choice. The series features experts who work in conjunction with the AHA and sponsor company. Benefits include sponsor’s logo on signage and opportunity to hand out company info to attendees.

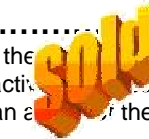


**Hopeful Heart Society Sponsorship Opportunities**

Hopeful Heart Society Opportunities include presence at the 2010 Cincinnati Heart Ball: Table of 10 ♥ Recognition on all collateral material ♥ Full page advertisement in event program ♥ Item in Heart Ball gift bag

**A). Hopeful Hearts Picnic/Camp .....\$50,000**

This event gives the sponsor an opportunity to target the childhood obesity problem in Cincinnati. The AHA will bring children and their families together to participate in heart healthy activities, healthy lunch and educational seminars that teach parents and children how to live a life free from obesity. Benefits include an article about the event in the Heart Ball event program and sponsor’s logo on signage.



**B). Poster Contest.....\$25,000**

This art contest for Jump Rope for Heart participants encourages kids to create a heart inspired poster design that will have the opportunity to travel and be displayed at sponsor’s office(s)/store(s). Winning designs will be displayed at 2010 Heart Ball. Benefits include sponsor’s logo on signage.

**C). Love Your Heart Wine Tasting Event.....\$15,000**

This is an exclusive pre-event that gathers patrons and wine connoisseurs to taste and select fine wines. Attendees receive the latest heart-healthy recipes to pair with wines and/or brief presentation on the science regarding red wine and its health benefits. Type of wine and food is to be determined and paid for by sponsor. Benefits include sponsor’s logo on Wine Tasting invitations.