

2011 CINCINNATI HEART BALL Sponsorship Opportunities

CHAIR: Mark T. Reitzes, The Huntington National Bank

DATE: February 19, 2011

LOCATION: Hilton Cincinnati Netherland Plaza



Cincinnati Heart Ball Signature Sponsor	\$75,000
The Signature Sponsor will enjoy their company logo on printed materials ♥ Top presence/recognition at Heart Ball day-of activities ♥ Recognition on local Heart Ball website and PR/media outreach ♥ Recognition in event program ♥ Opportunity to execute one year-round event ♥ Three (3) tables of ten (10) guests ♥ Item in Heart Ball gift bag	
Red Heart Lounge Party Sponsor	\$50,000
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 sponsor 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 ♥ Recognition on Heart Ball collateral material and website ♥ Sponsor's logo on all After Party signage and collateral ♥ Sponsor's logo on signage and marketing materials at year-round YP events and kick off parties ♥ Full page recognition in event program ♥ Item in Heart Ball gift bag ♥	
Red Carpet Photo Sponsor	\$30,000
This sponsor will have the opportunity to welcome guests with a red carpet treatment and a step and repeat photo opportunity. Guests will receive a photo following the Heart Ball with a reminder message thanking them for their participation. Sponsor will have logo presence on the photo backdrop and the thank you note that will be sent to approximately 500 guests. Sponsor also has the opportunity to provide "thank you" messaging. Other Benefits include: Table of 10 ♥ Recognition on Heart Ball collateral material ♥ Full page recognition in event program ♥ Item in Heart Ball gift bag	
Valet Parking Sponsor	\$15,000
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 recognition in event program ♥ Item in Heart Ball gift bag	
VIP Lounge Sponsor	\$15,000
As the official Heart Ball VIP Lounge Sponsor, your company will have the ability to wine and dine top guests during cocktail hour. This stylish VIP cocktail hour will feature AHA-themed "tastes," e.g. red martinis, heart-shaped foods, red wines, etc. while allowing influentials to be pampered as they mingle. The VIP Lounge will also give the opportunity to have a meet and greet with the Heart Ball Master(s) of Ceremonies. Other Benefits include: Table of 10 ♥ Recognition on Heart Ball collateral material ♥ Signage at VIP Lounge ♥ Full page recognition in event program ♥ Item in Heart Ball gift bag	
Heart Ball Gift Bag Sponsor	\$10,000
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 insert, heart- 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 recognition in event program ♥ Item in Heart Ball gift bag	
Heart Sponsor	\$10,000
Table of 10 ♥ 10 (ten) additional tickets to the Red Heart Lounge Party ♥ Recognition on Heart Ball collateral material ♥ Full page recognition in event program ♥ Item in Heart Ball gift bag *multiple available*	
Heart Ball Coffee Bar & Dessert Sponsor	\$10,000
Sponsor will have visibility as the Coffee Bar and Dessert Bar Sponsor during cocktail hour and during after party. An array of desserts and coffees will be on display for guests to enjoy. Guests will be provided with cocktail napkins that will have the sponsor's logo present. Other benefits include: Table of 10 ♥ Recognition on Heart Ball collateral material ♥ Half page recognition in event program ♥ Item in gift bag	
Party Favor Sponsor	\$7,500
This sponsor will provide fun party favors to the guests as they head to the Red Heart Lounge After Party. These favors will display the sponsor's logo and will be given to approximately 700 guests. Other benefits include: Table of 8 ♥ Quarter page recognition in event program ♥ Company listed in event program	
Dinner Mint Sponsor	\$7,500
Sponsor to provide dinner mints for guests. Dinner mints to include company logo. Other benefits include: Table of 8 ♥ Company listed in event program	
Corporate Heart Table Sponsor	\$5,000
Table of 10 ♥ Company listed in event program ♥ Quarter page recognition in event program ♥ *Multiple Available*	
Heart Ball Coat Check Sponsor	\$2,500
Visibility as Coat Check Sponsor during event ♥ 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 Recognition: 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 2011 Cincinnati Heart Ball: Table of 10 ♥ Recognition on all collateral material ♥ Full page recognition in event program ♥ Item in Heart Ball gift bag

A). Recess by the River.....\$50,000

This event gives the sponsor an opportunity to target the growing childhood obesity epidemic in the Greater Cincinnati Community. The AHA will bring children and their families together to heart healthy activity stations that encourage physical activity, nutrition and fun! Healthy snacks and educational seminars help parents and children how to live a life free from obesity. Benefits include an article of the event in the Heart Ball event program and sponsor's logo on signage.

B). CPR Anytime Sponsor.....\$30,000

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 2011 Cincinnati Heart Ball: Table of 10 ♥ Recognition on all collateral material ♥ Full page recognition in event program ♥ Item in Heart Ball gift bag

A). Research Salon.....\$45,000

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.....\$30,000

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 lecture series that visits local businesses, hospitals and/or other sites of sponsor's choice. The series features experts who work in the 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 2011 Cincinnati Heart Ball: Table of 10 ♥ Recognition on all collateral material ♥ Full page recognition in event program ♥ Item in Heart Ball gift bag

A). Glamour, Glitz and Girlfriends.....\$45,000

This event gives the sponsor an opportunity to target women and heart disease. The AHA will bring women of all ages together for a “girls' night out” where they will peruse the latest fashion styles and wellness tips. Women will learn about their risks for heart disease and stroke and how to improve their overall wellness. Benefits include an article of the event in the Heart Ball event program and sponsor's logo on signage and collateral materials.

B). Poster Contest.....\$30,000

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.