



2012 Lancaster Heart Ball

February 4, 2012

Event

Co-Chairpersons

Michael DeBerdine &

Jennifer DeBerdine

Goldbach

Executive

Leadership

Team

John Byler

Brian Brightbill

Sheri Riley

Steve Jones

William Weik, Jr.

Ricky Wood

Sponsorship

Chairperson

Chris Sugra

Medical

Sponsorship

Co-Chairpersons

William Weik, Jr.

Melissa Weik

Rose Sieger

*American Heart
Association Impact
Goal: By 2020,
improve the
cardiovascular health
of all Americans by 20
percent while reducing
deaths from
cardiovascular
diseases and stroke by
20 percent.*



American Heart Association® | American Stroke Association®

Learn and Live®

Great Rivers Affiliate Lancaster Division

610 Community Way

Lancaster, PA 17603

Tel 717.393.0725

www.americanheart.org

Thank you for the opportunity to introduce you to the Lancaster Heart Ball.

The Heart Ball is a social, elegant fundraising event. Our goal for 2012 is to raise \$165,000.00. This event will take place February 4, 2012 at the Lancaster Country Club. The Heart Ball brings together community members, physicians, business leaders and executives dedicated to the mission of the American Heart & Stroke Association. This evening includes dinner, dancing, a silent and live auction, and many other exciting happenings!

Since 1949, the American Heart Association has funded over \$2 billion in research, which has contributed many important developments such as CPR, life-extending drugs, bypass surgery, pacemakers and surgical techniques to repair heart defects. Despite significant advances in heart disease research, Cardiovascular disease has been and remains America's number one killer since 1919. In 2006, about 1.2 million Americans had a first or recurrent coronary attack. About 515,000 of these people will die...250,000 of them before they ever reach a hospital. Every 33 seconds someone dies from heart disease. Cardiovascular disease (CVD) claims more lives each year than the **next five leading causes of death combined**.

Stroke kills more than 150,000 people a year. That's about 1 of every 16 deaths. It's the No. 3 cause of death behind diseases of the heart and cancer. About 700,000 Americans each year suffer a new or recurrent stroke. That means, on average, a stroke occurs every 45 seconds. The cost of cardiovascular diseases and stroke in the US is estimated at nearly **\$403.1 billion** annually.

Please contact me if you have any questions or would like us to present to your management team. Thank you very much for your consideration of support. **Your involvement with the American Heart Association could save the life of someone you know** - maybe even your own. We hope you will join us in our mission.

Sincerely,

Ann Marie Bolen

Special Events Director

American Heart Association / American Stroke Association

annmarie.bolen@heart.org

*Please note that the Tax Exempt Number for the American Heart Association is
EIN: 13-5613797.*

DE-LOVELY

A Swanky Affair of the Heart



2012 LANCASTER HEART BALL

"12 pills in the morning, 2 in the afternoon, 3 at night... waking up every morning...PRICELESS."

Pamela Federline, Heart Attack and Bypass Survivor

"I am alive because I paid attention when my body was telling me something was very wrong... Listen to yours."

Paula Meechan Tshudy, Heart Attack and Bypass Survivor

"Heart disease is waking up one morning to realize that instead of worrying if you have enough money in your 401K fund, you are worrying if you will have enough time to enjoy spending it!"

Donna Benedict, Heart Attack Survivor

"If it happened to me it can happen to anyone."

Sheri Samoiloff-Rous, Physical Trainer. Heart Attack & Heart Disease Survivor

"I was 39 years young n' fit, yet I became the face of heart disease."

Stephanie Hammer, Heart Attack & Bypass Survivor



American Heart Association Impact Goal: By 2020, improve the cardiovascular health of all Americans by 20 percent while reducing deaths from cardiovascular diseases and stroke by 20 percent.

Research

♥ **Benefits: Local Cardiologists & Neurologists**

- Angioplasty
- Blood Pressure and Cholesterol Lowering Drugs
- Bypass Surgery
- Cardiopulmonary Resuscitation (CPR)
- Stents

Advocacy Programs

♥ **Benefits: Local Adults and Children**

- Clean Indoor Act – Eliminates Smoking in Public Building
- FIT Kids Act – Making Phys-Ed a priority in schools

School / Educational Programs

♥ **Benefits: Over 15,000 Local School Age Children**

- Susan P. Byrnes Health Education Center
- What Moves U
- Jump for Heart
- Hoops for Heart

CPR and Wellness Programs

Adult CPR Classes

♥ **Benefits: Adults Living in Lancaster County**

AHA Partners with Local Organizations to Provide Community Programs:

- Ephrata Community Hospital
- Lancaster EMS Association
- Masonic Village Training Center
- Susquehanna Valley EMS

Infant CPR Classes

♥ **Benefits: Local Parents/Care-givers With Infants**

- Programs for Parents/Care-givers with infants up to 12 months

CPR Anytime Program

♥ **Benefits: Adults**

- Self-directed CPR learning program

Start!

♥ **Benefits: Individuals and Employers**

- Programs to encourage walking as part of a heart healthy lifestyle

Support Groups

♥ **Benefits: Local Residents with Heart Issues**

- Mended Hearts

On-Line Resources

♥ **Benefits: All People in Lancaster County**

- www.americanheart.org
- www.americanstrokeassociation.org
- www.hearthubb.org
 - Risk Assessments
 - BMI Calculator
 - Heart-Health Trackers
 - Healthy Recipes
 - Healthy Heart Quizzes
 - Video Library
 - Podcast Directory
 - eNewsletters
 - Free Magazines

Call Center

♥ **Benefits: All People in Lancaster County**

- 1-800-AHA-USA1
- 1-800-242-8721

The Lancaster Heart Ball – “The Cause Sponsor”

\$35,000

Mission Opportunity – no longer available

♥ **Red Wine VIP Reception**

Kick off the next 27 years of the Lancaster Heart Ball with this exclusive pre-event celebration. Host past Heart Ball Chairpersons, valued sponsors and distinguished guests as you enjoy wine and food pairings prepared by a local chef, and hear about the exciting changes in store for the **2012 Heart Ball – De-Lovely, A Swanky Affair of the Heart**”.

♥ **Heart Heroes Gallery**

This modern, sophisticated traveling photo exhibit honoring heart heroes in the community may include: child and adult patients and survivors, patients’ families/caregivers, doctors, researchers, major donors, volunteers, etc. The gallery of photos will ultimately be displayed at the Heart Ball, following a tour of community sites.

Event Sponsorship Opportunity (included)

♥ **“The Swanky” Experience**

- ♥ **VIP Auction Preview – no longer available:** Home to one of the best Live Auction and Silent Auctions in the area, the Lancaster Heart Ball’s auction is a celebrated effort. The VIP Auction Preview by this sponsor will draw the Heart Ball’s most generous auction buyers & donors.

\$35,000 Sponsor Benefits

- ♥ The opportunity to connect your organization’s name to the life-saving work of the American Heart Association, which is recognized as one of the top 100 brands.
- ♥ Recognition at the podium the night of the Heart Ball as “The Cause Sponsor”
- ♥ VIP guest seating for 20 at the Heart Ball
- ♥ Message from your CEO inside the Heart Ball Program
- ♥ Prominent visibility as “The Cause Sponsor” on all Heart Ball printed materials including your company name and logo:
 - “Save the Date” Card (must be committed by July 31, 2011)
 - Heart Ball Invitation and Heart Ball Program (must be committed by November 18, 2011)
- ♥ Rights to use the 2012 Lancaster Heart Ball logo for 12 months
- ♥ Recognition as the Lancaster Heart Ball “The Cause Sponsor” in all press materials, newsletters and emails
- ♥ Two one-page acknowledgements in the Heart Ball Program – prime or choice location: 5” w x 8” h
- ♥ Company logo on local Heart Ball website, collateral materials and communications
- ♥ Link from the American Heart Association website to your website
- ♥ Recognition in the American Heart Association’s Annual Report

The Lancaster Heart Ball–“The Community Champion Sponsor”

\$25,000

Mission Opportunity

♥ Healthy Heart Drawing Contest

This sponsorship gives the opportunity to own and partner with American Heart Association in reaching out to local children and their families through a county-wide poster coloring contest. This program has been highly successful in sister markets and we are eager to introduce this opportunity to our community. Local children will be encouraged to create their vision of what heart health means to them. The winners of the contest will be recognized by the sponsor representative at the 2012 Lancaster Heart Ball. In addition, we can incorporate one of the drawings into our 2012 Heart Ball program.

Every child who participates in the contest will receive an American Heart Association Healthy Recipes Kids Love cookbook and the parents of each child will receive a sponsor branded “Healthy Living at Home” starter kit (which will include healthy grocery shopping guides, family activities and healthy lifestyle tips for the home).

The American Heart Association will work with local schools, businesses and point-of-sale locations to encourage children and their families to participate in the contest. Every family that participates will receive the following with sponsor logo prominently placed on the front of each document:

- ♥ Poster contest coloring template
- ♥ “Healthy Recipes Kids Love” Cookbook
- ♥ “Healthy Living at Home” starter kit with healthy shopping and lifestyle tips
- ♥ A follow-up card to remind each child of their commitment to living healthy lifestyles, three months after the contest ends.

Sponsor will have the opportunity to announce contest winner from podium at The Lancaster Heart Ball

The Lancaster Heart Ball—"The Community Champion Sponsor" (cont.)

Event Sponsorship Opportunity (included)

♥ "The Swanky" Entertainment

\$25,000 Sponsor Benefits

- ♥ The opportunity to connect your organization's name to the life-saving work of the American Heart Association, which is recognized as one of the top 100 brands.
- ♥ Recognition at the podium the night of the Heart Ball as the Premier Sponsor
- ♥ VIP guest seating for 16 at the Heart Ball
- ♥ Message from your CEO in the Heart Ball Program
- ♥ Prominent visibility as the Premier Sponsor on all Heart Ball printed materials including your company name and logo:
 - "Save the Date" Card (must be committed by July 31, 2011)
 - Heart Ball Invitation and Heart Ball Program (must be committed by November 18, 2011)
- ♥ 90-day rights to use the 2012 Lancaster Heart Ball logo
- ♥ Recognition as the Heart Ball Premier Sponsor in all press materials, newsletters and emails
- ♥ One-page acknowledgement in the Heart Ball Program – choice location: 5" h x 8" w
- ♥ Company logo on local Heart Ball website, collateral materials and communications
- ♥ Link from the American Heart Association website to your website
- ♥ Recognition in the American Heart Association's Annual Report
- ♥ The opportunity for your staff to participate on the Heart Ball event committee
- ♥ Educational materials for work and family at www.heart.org

The Lancaster Heart Ball – “The Real McCoy Sponsors”

1920's Slang “Real McCoy” - The Genuine One

\$10,000

Mission Opportunity (choose one)

♥ **CPR Anytime**

Distribute up to 25 Infant CPR kits or 25 CPR Anytime kits to the recipients of your choice.

♥ **Wellness Visit**

The opportunity to have health professionals (i.e. trainers, doctors, nutritionists) visit your business to provide tips and tools around wellness to your employees. AHA will provide presence at event or networking opportunities. Use of the AHA logo in promoting the event for a 30 day period. (Maximum 2 visits over the course of one year).

♥ **Themed Table Décor Sponsor**

♥ **Themed Bar Sponsor**

\$10,000 Sponsor Benefits

- ♥ The opportunity to connect your organization's name to the life-saving work of the American Heart Association, which is recognized as one of the top 100 brands.
- ♥ Recognition at the podium the night of the Heart Ball
- ♥ VIP guest seating for 10 at the Heart Ball and special table design
- ♥ Visibility as “The Real McCoy” Sponsor on Heart Ball printed materials including your company name and logo:
 - “Save the Date” Card (must be committed by July 31, 2011)
 - Heart Ball Invitation and Heart Ball Program
- ♥ 90-day rights to use the 2012 Lancaster Heart Ball logo
- ♥ Recognition as a Heart Ball “The Real McCoy” Sponsor in all press materials, newsletters and emails
- ♥ One-page acknowledgement in the Heart Ball Program – choice location: 5”w x 8”h
- ♥ Company listing on local Heart Ball website, collateral materials and communications
- ♥ Recognition in the American Heart Association's Annual Report
- ♥ The opportunity for your staff to participate on the Heart Ball event committee
- ♥ Educational materials for work and family at www.heart.org

The Lancaster Heart Ball – “The Spiffy Sponsors”

1920's Slang “Spiffy” - An Elegant Appearance

\$7,500

Mission Opportunity (choose one)

- ♥ **Dining Well Party – no longer available**
Socialize and have fun while also learning about healthy lifestyles/nutrition.
- ♥ **Living Well Party – no longer available**
Mix and mingle while also learning how to de-stress and relax; may include spa treatments, massage, relaxation techniques, meditation, yoga and/or tai chi. Use the AHA logo in promoting the “Living Well Party” for a 30 day period.
- ♥ **Band Sponsor – no longer available**
- ♥ **Customized sponsorships available for this price range**

\$7,500 Sponsorship Benefits

- ♥ The opportunity to connect your organization's name to the life-saving work of the American Heart Association, which is recognized as one of the top 100 brands.
- ♥ Recognition at the podium the night of the Heart Ball
- ♥ VIP guest seating for 8 at the Heart Ball
- ♥ Prominent visibility as “The Spiffy Sponsor” on all Heart Ball printed materials including your company name and logo:
 - “Save the Date” Card (must be committed by July 31, 2011)
 - Heart Ball Invitation and Heart Ball Program
- ♥ Recognition as a Heart Ball Sponsor in press materials, newsletters and emails
- ♥ One-page acknowledgement in the Heart Ball Program – choice location: 5” w x 8” h
- ♥ Recognition in the American Heart Association's Annual Report
- ♥ The opportunity for your staff to participate on the Heart Ball event committee
- ♥ Educational materials for work and family at www.heart.org

The Lancaster Heart Ball – “The Putting on the Ritz Sponsors”

1920's Slang “Putting on the Ritz” - High Style

\$5,500

Mission Opportunity (choose one)

- ♥ **Signature Drink Tasting – no longer available**
Invite 50 guests to a tasting event in which the signature drink will be selected for the 2012 Lancaster Heart Ball.
- ♥ **Signature Dessert Tasting – no longer available**
Host 50 guests for an evening of dessert tasting and select the signature dessert to be served at the 2012 Lancaster Heart Ball.
- ♥ **Centerpieces (two available) – no longer available**
- ♥ **Print Materials – no longer available**
- ♥ **Table Favors (two available)**

\$5,500 Sponsor Benefits

- ♥ The opportunity to connect your organization's name to the life-saving work of the American Heart Association, which is recognized as one of the top 100 brands.
- ♥ Guest seating for 6 at the Heart Ball
- ♥ Recognition as a sponsor during the Heart Ball
- ♥ One half-page acknowledgement in the Heart Ball Program: 5" w x 3.75" h
- ♥ Recognition in the Heart Ball Program
- ♥ The opportunity for your staff to participate on the Heart Ball event committee
- ♥ Educational materials for work and family at www.heart.org

The Lancaster Heart Ball – “The Cat’s Meow Sponsors”

1920's Stang “Cat’s Meow” - Splendid & Stylish

\$3,500

Mission Opportunity (choose one)

♥ **Heart Healthy Breakfast**

Provide a heart healthy breakfast for a Lancaster County elementary school class from a provided list of willing schools – limit 100 students.

♥ **Heart Healthy Snack**

Provide a heart healthy snack for a Lancaster County afterschool program or Elementary School from a provided list of willing schools – limit 100 students.

Choose from one of the Schools listed below:

Donegal School District: Maytown Elementary School, Riverview Elementary School

Manheim Central School District: Doe Run Elementary School, HC Burgard Elementary School, Steigel Elementary School

Warwick School District: John Beck Elementary School, John Bonfield Elementary School

Hempfield School District: East Petersburg Elementary School, Farmdale Elementary School, Rohrerstown Elementary School

Penn Manor School District: Hambright Elementary School, Central Manor Elementary School, Letort Elementary School

Conestoga Valley School District: Smoketown Elementary School, JE Fritz Elementary School

Eastern Lancaster School District: New Holland Elementary School, Brecknock Elementary School

Ephrata School District: Akron Elementary School, Highland Elementary School

Cocalico School District: Reamstown Elementary School, Denver Elementary School

Solanco School District: Clermont Elementary School

Lancaster City School District: Buchanan Elementary School, Hamilton Elementary School, Burrowes Elementary School, Fulton Elementary School

Catholic Schools: St Leo the Great School, St Anne School, Sacred Heart School

♥ **Audio Visual and Lighting (two available)**

♥ **Complimentary Guest Photos (two available)**

♥ **Auctioneer (two available)**

♥ **Linens (two available)**

\$3,500 Sponsor Benefits

- ♥ The opportunity to connect your organization's name to the life-saving work of the American Heart Association, which is recognized as one of the top 100 brands.
- ♥ Guest seating for 4 at the Lancaster Heart Ball
- ♥ Recognition at Check-in/Check-out as a sponsor
- ♥ One half-page acknowledgement in the Heart Ball Program: 5" w x 3.75" h
- ♥ Company listing in the Heart Ball Program
- ♥ The opportunity for your staff to participate on the Heart Ball event committee
- ♥ Educational materials for work and family at www.heart.org

The Lancaster Heart Ball – “The Everything is Jake Sponsors”

1920's Slang “Everything is Fake” - Everything is Okay

\$1,500

Mission Opportunity (choose one)

- ♥ **Event Decorations (four available)**
- ♥ **Coat Room – One available, one taken**
- ♥ **Volunteer Refreshments - One available, one taken**

\$1,500 Sponsorship Benefits

- ♥ The opportunity to connect your organization's name to the life-saving work of the American Heart Association, which is recognized as one of the top 100 brands.
- ♥ Guest seating for 2 at the Lancaster Heart Ball
- ♥ Recognition at Check-in/Check-out as a sponsor
- ♥ One quarter-page acknowledgement in the Heart Ball Program: 2.5" w x 3.75" h
- ♥ Company listing in the Heart Ball Program
- ♥ The opportunity for your staff to participate on the Heart Ball event committee
- ♥ Educational materials for work and family at www.heart.org

The Lancaster Heart Ball

\$3,000 Table Sponsor

- ♥ Guest seating for 8 at the Lancaster Heart Ball
- ♥ Line recognition in the Heart Ball Program
- ♥ Sign at your table

\$500 Patron Sponsor

- ♥ Guest seating for 2 at the Lancaster Heart Ball
- ♥ Line recognition in the Heart Ball Program

"Open Your Heart"

- ♥ If you are unable to attend the Lancaster Heart Ball, please consider a donation to "Open Your Heart" Children's Health Appeal.
- ♥ Line recognition in the Heart Ball Program
- ♥ **If \$10,000 is raised in Open Your Heart, John Byler has agreed to match an additional \$10,000 donation to the American Heart Association.**

Diseases, Conditions and Treatments

The two types of heart disease in children are "congenital" and "acquired." Congenital heart disease (also known as a congenital heart defect) is present at birth. Some defects in this category are patent ductus arteriosus, atrial septal defects and ventricular septal defects. Acquired heart disease, which develops during childhood, includes Kawasaki disease, rheumatic fever and infective endocarditis. Common diagnostic tests for these diseases are explained here.

About 36,000 children are born with a heart defect each year. Most of these children can benefit from surgery even if the defect is severe. When surgery is necessary, many medical treatments are available to help the heart work properly. There is nothing that parents could have done to prevent these defects. Learn about conditions that can interfere with the work of the heart and treatment options in this section.

Kawasaki disease is an example of acquired heart disease that occurs primarily in children who are 5 or younger. Although medical knowledge of the disease is still developing, you can take steps to recognize the symptoms and deal with the disease's effects. Nine of every 1,000 infants born each year have a heart defect. About 650,000 to 1.3 million Americans with cardiovascular defects are alive today. Though research is ongoing, at least 35 defects have now been identified.

