



May 3, 2013

2013 Go Red for Women Luncheon

2013 Lancaster Go Red for Women

More women than men die of heart disease each year, yet women receive only:

- ♥ **32% of angioplasties, stents and bypass surgeries**
- ♥ **17% of implantable defibrillators**
- ♥ **31% of open-heart surgeries**

Women are less likely than men to receive beta-blockers, ACE inhibitors or even aspirin after heart attack

"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

2013 Lancaster Go Red for Women

American Heart Association & American Stroke Association

Working Hard to Save Lives in Lancaster County

Our 2020 Goal: To improve the cardiovascular health of all Americans by 20 % while reducing deaths from cardiovascular diseases and stroke by 20 %.

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

2013 Lancaster Go Red for Women

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
 - o Risk Assessments
 - o BMI Calculator
 - o Heart-Health Trackers
 - o Healthy Recipes
 - o Healthy Heart Quizzes
 - o Video Library
 - o Podcast Directory
 - o eNewsletters
 - o Free Magazines

Call Center

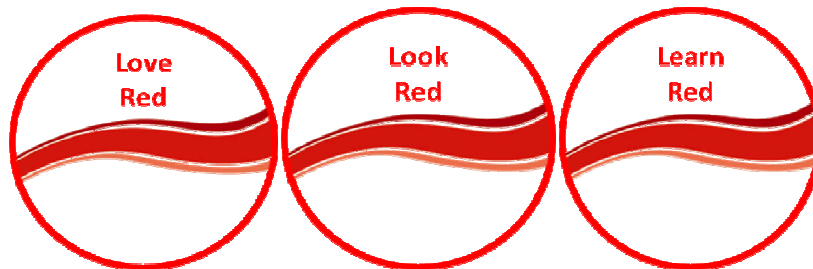
♥ Benefits: All People in Lancaster County

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

2013 Lancaster Go Red for Women

“Lancaster Goes Red”

\$35,000



Choose one: has two recommended activities; choose only one

1. **Love Red** - Themed around glamour and fun, Love Red increases broad awareness for those who are new to Go Red; activities focus on alluring events and social experiences that invite women to join Go Red, empowering them to take action to improve their health.
 - a) **Picture and a Promise:** Host photo-booth at relevant, year-round events to visually capture women making a commitment to a healthier lifestyle
 - b) **Leadership Events Package:** Increase commitment among community and business leaders via executive breakfasts and corporate leadership breakfasts
2. **Look Red** - Look Red deepens engagement with women who have a personal connection to the cause; activities focus on empowering women to **Speak Up** to save their lives and the lives of others through fundraising and recruitment activities.
 - a) **Survivor Gallery** - Raise broad awareness through photo exhibit that features local, female heart disease survivors and compelling stories
 - b) **Stewardship Event** – An enjoyable event for all sponsors that allows them to hear the latest research and learn more about the importance of our mission
3. **Learn Red** - Learn Red connects with women interested in proactively pursuing a healthy lifestyle; these women are choosing to live, not die, through activities promoting education, personal choices and lasting behavior change.
 - a) **Brown Bag Goes Red** - Educate local employees about heart health by sponsoring internal/external experts to visit local workplaces throughout the year at lunchtime
 - b) **CPR Anytime** - Increase local survivorship of heart-related emergencies through distribution of CPR self-training kits to targeted audience of women in the community

2013 Lancaster Go Red for Women

“Lancaster Goes Red”

AND Shared Events (choose five)

Buzz Event: Promote cause through local buzz and/or viral activities executed throughout the year

Benefit: Great for sponsors seeking to raise awareness and increase visibility.

Breakout Session: Hold breakout session on a specific topic at Luncheon and/or at other times throughout the year to give women an opportunity to gather and learn together

Benefit: Great for sponsors seeking to deepen cause engagement and target specific audiences

Open Your Heart: Ask stakeholders for personal financial commitments to support Go Red, both at Luncheon and year-round, incent support via company match when possible

Benefit: Great for those in financial or other industries looking to engage affluent donors and employees

Employee Wellness: Encourage wellness by inviting 25 – 40 women to attend morning health portion of the Luncheon (may be employees, segment of desirable target market, or minority group)

Benefit: Great for those seeking to engage employees and/or promote additional wellness efforts

Have Faith in Heart: Drive registrations through promotion of Go Red in faith-based settings

Benefit: Great for those who would like to drive social impact and deepen ties within local community

VIP Event: Hold event prior to the Luncheon to bring together VIPs and biggest donors/sponsors

Benefit: Attractive to sponsors seeking to engage thought leaders and influential women in community

Kick-off Event: Hold press conference or party/event early in year or at end of previous year to introduce and build excitement for upcoming Go Red activities

Benefit: Attractive to sponsors seeking to generate media coverage and increase visibility.

Thank-you Event: Hold wrap-up event in Q2 to thank consumers, donors and sponsors and begin to cultivate momentum for the following year

Benefit: Attractive to sponsors seeking to increase local presence and engagement with Go Red women

September Event: Host Go Red TV Premier Party or other kick-off event to promote national launch of Go Red TV special; in future years, modify event to align with national priorities/activities

Benefit: Attractive to entertainment sponsors and others seeking to raise awareness/visibility for the cause

“Create Your Own” Activity/Event*: Customized sponsorship opportunities per market

Benefit: Great for sponsors with large marketing/activation ideas and multiple, diverse objectives

2013 Lancaster Go Red for Women

Lancaster Goes Red Sponsor Benefits (3 available)

Awareness: Co-branding on local advertising, recognition in all LGR-related PR/media

Luncheon: Executive speaking opportunity, logo recognition on Luncheon-related materials, complimentary tickets for two full tables, recognition in program

Advocacy: Opportunity to participate in local advocacy activities (e.g., County Proclamations)

National Wear Red Day: Ability to participate in events/activities (note: no recognition on materials)

Kick-off Event: Presence and speaking opportunity at press conference to promote activities, speaking opportunity at event, inclusion in all PR/media outreach materials (e.g. press kits)

Activation Rights: Year-round activation rights

- ♥ 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 day of the luncheon as the Lancaster Goes Red sponsor
- ♥ VIP guest seating for 20 at the Luncheon
- ♥ Opportunity to participate in Heart Health Expo during the luncheon (exhibition table to distribute promotional items or incentive giveaways)
- ♥ Message from your CEO inside the Go Red for Women Luncheon Program
- ♥ Prominent visibility as the City Goes Red sponsor on all Go Red for Women printed materials including your company name and logo:
 - "Save the Date" Card (must be committed prior to print deadline)
 - Go Red for Women Invitation and Go Red for Women Program
- ♥ Rights to use the 2013 Lancaster Go Red for Women Logo for One Year
- ♥ Rights to provide a promotional give-a-way in the Go Red for Women Luncheon Gift Bags
- ♥ Recognition as the Go Red for Women City Goes Red Sponsor in all press materials, newsletters and emails
- ♥ Two one-page ads in the Go Red for Women Luncheon Program – prime or choice location: 5" w x 8" h
- ♥ On-site signage
- ♥ Recognition in the American Heart Association's Annual Report
- ♥ The opportunity for your staff to participate on the Go Red for Women event committee
- ♥ Educational materials for work and family at www.heart.org

2013 Lancaster Go Red for Women

“Signature Sponsor”

\$25,000

Go Red for Women captures the energy, passion and power of women to work collectively to wipe out heart disease – the No. 1 killer of women.

Signature Sponsor Benefits (1 available)

- ♥ 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 day of the luncheon as the Signature Sponsor
- ♥ VIP guest seating for 20 at the Go Red for Women Luncheon
- ♥ Message from your CEO in the Go Red for Women Luncheon Program
- ♥ Speaking opportunity at the luncheon
- ♥ Opportunity to participate in Heart Health Expo during the luncheon (exhibition table to distribute promotional items or incentive giveaways)
- ♥ Rights to provide a promotional give-a-way in the Go Red for Women Luncheon Gift Bags
- ♥ Prominent visibility as the Signature Sponsor on all Go Red for Women printed materials including your company name and logo:
 - “Save the Date” Card (must be committed before the print deadline)
 - Go Red for Women Luncheon Invitation and Program
- ♥ 60-day rights to use the 2013 Go Red for Women Logo
- ♥ Recognition as the Go Red for Women Luncheon Signature Sponsor in all press materials, newsletters and emails
- ♥ One-page ad in the Go Red for Women Luncheon Program – choice location: 5” h x 8” w
- ♥ Recognition in the American Heart Association's Annual Report
- ♥ On-site signage
- ♥ The opportunity for your staff to participate on the Go Red for Women event committee
- ♥ Educational materials for work and family at www.heart.org

2013 Lancaster Go Red for Women

“Go Red Better U”

Breakout Session

\$10,000

Overview:

One of the most important things to remember when trying to live a more heart-healthy lifestyle is that simple, healthy decisions can easily become part of your daily routine.

In this breakout session, you will learn how to make your heart-health a top-of-mind priority, morning, noon and night. You will have the pleasure of working with a special, heart-health duo (nutritionist and personal trainer) who will get you started with Go Red For Women's BetterU, a free 12-week online nutrition and fitness program that can makeover your heart, using simple, everyday changes.

Suggested Elements & Resources:

BetterU Participant Panel (15 minutes):

- *Overview:* Engage local women participating in BetterU to discuss their own experiences with the program, successes, challenges, and helpful tips and tricks; may also include brief Q & A session

BetterU Sign-up Kiosks (Ongoing):

- *Overview:* Set up computer kiosks and/or laptops at back of session; ask participants to sign up for program throughout session

Nutritionist/Personal Trainer Presentation (15 minutes):

- *Overview:* Ask local nutritionist and personal trainer “duo” to “pump up” attendees, doing live demo of BetterU for participants, providing tips and recipes, suggested exercise routines, etc.

Local Support Group Set-up (15 minutes):

- *Overview:* Connect participants with other local BetterU women to stay motivated, be “BetterU Exercise Buddies,” and support each other through program and beyond; participants may also participate in competition to lose weight/BMI at end of 12-week program

“Go Red Better U” Sponsor Benefits (1 available)

- ♥ 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 day of the luncheon
- ♥ Seating for 10 at the luncheon at your own personal sponsor table
- ♥ Visibility as a Break-Out Sponsor on all Go Red for Women printed materials including your company name and logo:
 - “Save the Date” Card (must be committed before print deadline)
 - Go Red for Women Luncheon Invitation and Program
- ♥ 60-day rights to use the 2013 Go Red for Women logo
- ♥ Opportunity to participate in Heart Health Expo during the luncheon (exhibition table to distribute promotional items or incentive giveaways)
- ♥ Recognition as a Go Red for Women Break-Out Session Sponsor in all press materials, newsletters and emails
- ♥ Rights to provide a educational give-a-way in the Go Red for Women Luncheon Gift Bags
- ♥ One page ad in the Go Red for Women Luncheon 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 Go Red for Women event committee
- ♥ Educational materials for work and family at www.heart.org

2013 Lancaster Go Red for Women

“Generation Go Red”

Breakout Session

\$10,000

Overview:

Today's women are held to nearly impossible standards, trying to balance the everyday stresses of work, family and maintaining personal health. For many moms, one of the greatest challenges is finding opportunities to spend quality time with their kids, doing activities that are fun, as well as beneficial to their well being.

In this session, moms will hear about some wholesome activities designed to get kids moving, learning, exposed to new experiences – and most importantly, achieve some much-needed quality time with mom.

Suggested Elements & Resources:

My First Yoga (20 minutes)

Overview: Engage local kids' yoga or Hatha yoga instructor to share yoga poses that can be practiced by both moms and kids, at home or outdoors; provide list of local kids' yoga classes as takeaway

The Great Outdoors (20 minutes)

Overview: Ask local historian or parks department employee to present local opportunities for moms and kids to spend more time together exploring outside (e.g., conservation lands, arboretums, public gardens, walking paths, local festivals/fairs); provide a list of resources as takeaway

“Generation Go Red” Sponsor Benefits (1 available)

- ♥ 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 day of the luncheon
- ♥ Seating for 10 at the luncheon at your own personal sponsor table
- ♥ Visibility as a Break-Out Sponsor on all Go Red for Women printed materials including your company name and logo:
 - “Save the Date” Card (must be committed before print deadline)
 - Go Red for Women Luncheon Invitation and Program
- ♥ 60-day rights to use the 2013 Go Red for Women logo
- ♥ Opportunity to participate in Heart Health Expo during the luncheon (exhibition table to distribute promotional items or incentive giveaways)
- ♥ Recognition as a Go Red for Women Break-Out Session Sponsor in all press materials, newsletters and emails
- ♥ Rights to provide a educational give-a-way in the Go Red for Women Luncheon Gift Bags
- ♥ One page ad in the Go Red for Women Luncheon 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 Go Red for Women event committee
- ♥ Educational materials for work and family at www.heart.org

2013 Lancaster Go Red for Women

“Grow Red”

Breakout Session

\$10,000

Overview:

Live the 2013 Lancaster Go Red For Women theme, “Grow Red”. Fruits and Vegetable are essential in a balanced heart healthy diet.

In this session, we will learn how to grow and serve your very own produce.

Suggested Elements & Resources:

Go Red, Get Gardening (20 minutes)

Overview: Ask local farmer to advise on how to start a heart-healthy garden (e.g., backyard garden, urban garden) and tips to stick with it (e.g., kids’ journals to track progress); give “starter” seeds as takeaway

Fostering Future Foodies (20 minutes)

Overview: Pair up mom with chef/culinary instructor to teach session on ways to engage kids of all ages in the process of preparing healthy family dinners; include safety tips and recipes as takeaways.

“Grow Red” Sponsor Benefits (1 available)

- ♥ 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 day of the luncheon
- ♥ Seating for 10 at the luncheon at your own personal sponsor table
- ♥ Visibility as a Break-Out Sponsor on all Go Red for Women printed materials including your company name and logo:
 - “Save the Date” Card (must be committed before print deadline)
 - Go Red for Women Luncheon Invitation and Program
- ♥ 60-day rights to use the 2013 Go Red for Women logo
- ♥ Opportunity to participate in Heart Health Expo during the luncheon (exhibition table to distribute promotional items or incentive giveaways)
- ♥ Recognition as a Go Red for Women Break-Out Session Sponsor in all press materials, newsletters and emails
- ♥ Rights to provide a educational give-a-way in the Go Red for Women Luncheon Gift Bags
- ♥ One page ad in the Go Red for Women Luncheon 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 Go Red for Women event committee
- ♥ Educational materials for work and family at www.heart.org

2013 Lancaster Go Red for Women

“Picture and a Promise” \$7,500

Picture in a Promise is a walk up digital photo area that can be placed virtually anywhere to visually capture one making a commitment to a healthier lifestyle. Each guest then chooses from a list of heart healthy activities which they are committed to doing within the next three months to set themselves on a journey to better health. Three months later the sponsor, along with the AHA, will send the guests a picture of this card with a reminder of their commitment.

How it works: the guest steps up to the “booth area” and has their picture taken. Each new image is either instantly printed on the customized background of your choice or the photos can be developed by a local photo shop and mailed to the attendee post event.

To build long-term engagement, and as an additional incentive to the consumer, email or postal mail a reminder within three months highlighting their commitment made to love their heart.

Future touch points could be added with additional information provided in order to create long term engagement.

“Picture and a Promise” Sponsor Benefits (1 available):

- ♥ 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 day of the luncheon
- ♥ Seating for 10 at the luncheon at your own personal sponsor table
- ♥ Visibility as the Picture and a Promise sponsor on all Go Red for Women printed materials including your company name and logo:
- ♥ “Save the Date” Card (must be committed before print deadline)
- ♥ Go Red for Women Luncheon Invitation and Program
- ♥ 60-day rights to use the 2013 Go Red for Women logo
- ♥ Opportunity to participate in Heart Health Expo during the luncheon (exhibition table to distribute promotional items or incentive giveaways)
- ♥ Recognition as a Go Red for Women Picture and a Promise sponsor in all press materials, newsletters and emails
- ♥ One page ad in the Go Red for Women Luncheon 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 Go Red for Women event committee
- ♥ Educational materials for work and family at www.heart.org
- ♥ Customized photo jacket with sponsor logo

2013 Lancaster Go Red for Women

Go Red Pursesalities & Premiere Party

\$5,000

**Lancaster executive women will be featured through
their “Pursesalities”!**

Our "Pursesalities" auction will be filled with purses and profiles of unique local women involved in the community. They will enjoy a glass of champagne and hors d'oeuvres while they bid on their favorite purses. We will also be premiering the new Go Red For Women “Little” movie!

DATE: NOVEMBER, TBD

Need commitment by September 23, 2012 to have logo on printed materials

PURSENALITIES & PREMIERE 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 8 at the Go Red for Women Luncheon
- ♥ Recognition at Check-in/Check-out as a sponsor
- ♥ One quarter-page ad in the Go Red for Women Program: 2.5" w x 3.75" h
- ♥ Signage at the Premiere Party
- ♥ Company listing in the Go Red for Women Program
- ♥ The opportunity for your staff to participate on the Go Red for Women event committee
- ♥ Educational materials for work and family at www.heart.org

2013 Lancaster Go Red for Women

“Day of Event Sponsorships”

\$5,000

Choose One:

- ♥ **Print Materials**
- ♥ **Gift Bags**
- ♥ **Audio Visual and Lighting**
- ♥ **Linens**
- ♥ **Event Decorations**

\$5,000 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.
- ♥ Guest seating for 8 at the Go Red for Women Luncheon
- ♥ Recognition at Check-in/Check-out as a sponsor
- ♥ Opportunity to participate in Heart Health Expo during the luncheon (exhibition table to distribute promotional items or incentive giveaways)
- ♥ One half-page ad in the Go Red for Women program: 5" w x 3.75" h
- ♥ Company listing in the Go Red for Women program
- ♥ Signage at the Event
- ♥ The opportunity for your staff to participate on the Go Red for Women event committee
- ♥ Educational materials for work and family at www.heart.org

\$2,000

Choose One:

- ♥ **Centerpieces**
- ♥ **Volunteer Refreshments**
- ♥ **Silent Auction**
- ♥ **Valet Parking**
- ♥ **Sweet Selections**
- ♥ **Zumba-thon**
- ♥ **2nd Annual Go Red Por Tu Corazon Soccer Tournament**

\$2,000 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 4 at the Go Red for Women Luncheon
- ♥ Recognition at Check-in/Check-out as a sponsor
- ♥ One quarter-page ad in the Go Red for Women Program: 2.5" w x 3.75" h
- ♥ Opportunity to participate in Heart Health Expo during the luncheon (exhibition table to distribute promotional items or incentive giveaways)
- ♥ Signage at the Event
- ♥ Company listing in the Go Red for Women Program
- ♥ The opportunity for your staff to participate on the Go Red for Women event committee
- ♥ Educational materials for work and family at www.heart.org

2013 Lancaster Go Red for Women

\$1,500 Table Sponsor

- ♥ Guest seating for 10 at the Go Red for Women Luncheon
- ♥ Line recognition in the Go Red for Women Luncheon Program
- ♥ Signage at your Table

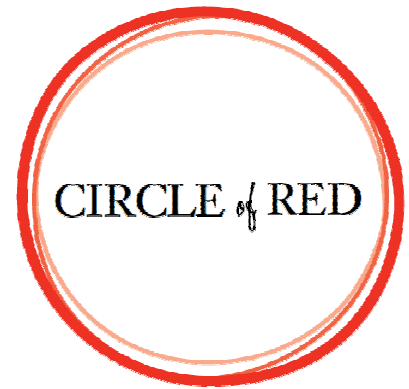
\$225 Patron Sponsor

- ♥ Guest seating for 2 at the Go Red for Women Luncheon
- ♥ Line recognition in the Go Red for Women Luncheon Program

\$1,000

What is Circle of Red?

Circle of Red is an elite group of men and women in the Lancaster area who have contributed significant resources and influence in support of the American Heart Association's **Go Red For Women®** Campaign.



What are the benefits of becoming a member of Circle of Red?

Membership in Circle of Red is an honor and a privilege in that members receive special recognition for their individual contributions to the Go Red for Women Campaign. The following list of benefits are only available to our members:

- ♥ Individual recognition of your support on the AHA-Great Rivers Affiliate Web site, in all Go Red for Women publications and at the 2012 luncheon
- ♥ Complimentary tickets for you and a guest to attend the 2012 Go Red for Women Luncheon

How can I become a member of Circle of Red?

Please contact [Ann Marie Bolen](#) at the American Heart Association at 717-207-4228. They will assist you in becoming a member. Circle of Red members will make a contribution of \$1,000 or more for a one-year membership.

Is my contribution to Circle of Red tax deductible?

Yes. As you know, the American Heart Association is a 501(c)(3) charitable organization. Please be assured that any monies contributed to Circle of Red are used solely by the American Heart Association in support of the Go Red for women movement and, for these reasons, your entire contribution to Circle of Red is tax deductible.