

John Byler

Partnership through Mission



American
Heart
Association

American
Stroke
Association®

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

DE-LOVELY

A Swanky Affair of the Heart



American Heart Association | American Stroke Association
Learn and Live.

2012 LANCASTER HEART BALL



"The Cause Sponsor"

Mission Opportunity

♥ **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".

♥ **"The Swanky" Experience at The Lancaster Heart Ball**

♥ **VIP Auction Preview:** 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

Open Your Heart

\$10,000

♥ **John Byler Matching Donation Opportunity**

This is an excellent opportunity to help us in growth of our Open Your Heart portion of the program the night of the event. If we can reach \$10,000 in individual gifts, both pre-committed and night of the event, we will announce that you would be willing to match that amount.

♥ Similar to last year's individual giving incentive – but with a twist.

♥ The Live Auctioneer facilitating this portion of the program will mention your name and match program over and over, as an incentive to try and get us to raise \$10,000.

♥ If we are able to raise \$10,000 and you match an additional \$10,000, you will be recognized the night of the event for doubling our individual giving donations for The 2012 Lancaster Heart Ball.