



Thank you for the opportunity to introduce you to the York Heart & Stroke Ball.

The Heart & Stroke Ball is a fun, social and elegant fundraising event. The 2013 Chairpersons are Michael & Melanie Hady. Our goal for 2012 is to raise \$120,000.00. This event will take place April 13, 2013 at the Outdoor 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. 4 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 and American Stroke Association could save the life of someone you know - maybe even your own.** We hope you will join us in our mission.

Sincerely,

Wade Markel
Senior Division Director – York/Adams/Franklin/Fulton
American Heart Association / American Stroke Association
wade.markel@heart.org

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



2013 York County **HEART & STROKE BALL**

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The **York County Heart & Stroke Ball** is an elegant, sophisticated and exclusive affair that gathers those involved with the local Heart Societies to celebrate their efforts throughout the year to raise funds, build passion and save lives. The **2013 York County Heart & Stroke Ball, is scheduled for April 13, 2013 at the Outdoor Country Club**. This black-tie event attracts business leaders, professionals, philanthropists and other community members to fight heart disease and stroke...and to help, heal and hope together. With the support and action of such an influential organization, we are confident that we will meet our goals and positively influence the health and well-being of many local individuals.

In addition, York County Heart Ball sponsorship offers the following opportunities for companies to reach their business and social goals...

...Partner/associate with the one of the nation's leading health organizations:

- 96% of consumers are aware of the AHA name
- 90% of consumers are more likely to buy products displaying the AHA logo
- 23 million supporters nationwide and thousands of supporters locally

...Reach and enhance access to key target audiences:

- High-profile local individuals and philanthropists
- Healthcare community, including hospitals, physicians, researchers
- Consumers at-large, families, children, moms
- Other local businesses, including current and potential B2B customers/partners

...Improve employee morale/pride:

- 81% of Americans consider a company's commitment to social issues when making decisions where to work
- 48% of employees say they would work for less pay and 40% say they would work longer hours, if they could work for a socially responsible company

AHA & ASA in York County

Working on behalf of patients before they are patients!

AHA Mission

Building healthier lives, free of cardiovascular disease and stroke.

2020 Health Impact Goal

By 2020, to improve the cardiovascular health of all Americans by **20%**, while reducing deaths from cardiovascular disease and stroke by **20%**.

♥ *Cardiologist benefit from the research*

- ♥ CPR
- ♥ Stents
- ♥ Bypass Surgery
- ♥ Angioplasty
- ♥ Blood pressure and cholesterol lower drugs

♥ *Advocacy*

- ♥ Clean Indoor Act
- ♥ FIT Kids Act

♥ *Get With The Guidelines*

- ♥ Wellspan and Hanover Hospitals are 1 of 1400 GWTG Accredited Hospitals

♥ *School/Education*

- ♥ Outreach through partnerships with York College, Crispus Attucks, and churches
- ♥ Susan Byrnes Center uses AHA research and data for their programs
- ♥ School programs - benefits over 30,000 students in York County
 - ♥ What Moves U,
 - ♥ Jump for Heart and
 - ♥ Hoops for Heart
- ♥ Speakers bureau – benefits:
 - ♥ Community groups
 - ♥ Companies through Lunch & Learns

♥ ***CPR and Wellness Programs***

- ♥ CPR Anytime
- ♥ CPR classes
 - ♥ Wellspan
 - ♥ Memorial Hospital
 - ♥ Hanover Hospital
- ♥ Go Red for Women – we reach over 500 women through the luncheon and thousands through the Wear Red Day activities
- ♥ My Heart. My Life. and Start! – benefits individual and employers
 - ♥ My Start! Online
 - ♥ Walking Program
 - ♥ Fit-Friendly Companies
 - ♥ Heart Walk
 - ♥ Teaching Gardens

♥ ***Support Group***

- ♥ Mended Hearts – support group

♥ ***Online Resources***

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

♥ ***Call Center***

- ♥ 1-800-AHA-USA1 (1-800-242-8721)



2013 York County
HEART & STROKE BALL

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American Heart Association | American Stroke Association®

Your Company will receive:

- ♥ The opportunity to link 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 Heart Ball
- ♥ Recognition as a sponsor during the Heart Ball
- ♥ Program Book recognition – 3.5 x 2 acknowledgement
- ♥ The opportunity for your staff to participate on the Heart Ball event committee

Investment in life-saving research and community education: \$1,500



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HEART & STROKE BALL

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Your Company will receive:

- ♥ The opportunity to link 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 Heart Ball
- ♥ Recognition as a sponsor during the Heart Ball
- ♥ Program Book recognition – 3.5 x 2 acknowledgement
- ♥ The opportunity for your staff to participate on the Heart Ball event committee

In addition, your company will receive your choice of one of the following opportunities for recognition:

- ♥ **Table Favors** (2 available): The opportunity to have your company name tied to the favors placed at approximately 30 table settings throughout the Heart Ball.
- ♥ **Event Decorations** (3 available): This is your opportunity to be a creative sponsor! Gain recognition for your part in "Mardi Gras 2" decorations.
- ♥ **Dessert** (3 available): Dessert – everyone's favorite part of the meal! Here's your chance to be a part of that enjoyment by being a sponsor of this year's Heart Ball signature dessert.

Investment in life-saving research and community education: \$2,500



2013 York County **HEART & STROKE BALL**

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Your Company will receive:

- ♥ The opportunity to link 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 Heart Ball
- ♥ Recognition as a sponsor during the Heart Ball
- ♥ Program Book recognition – 5.5 x 4.25 acknowledgement
- ♥ The opportunity for your staff to participate on the Heart Ball event committee

In addition, your company will receive your choice of one of the following opportunities for recognition:

- ♥ **The Red Carpet Experience** (1 available): Sponsorship opportunity to support “The Red Carpet Experience.” Signage will be placed from the beginning to the end of the “Red Carpeted” area, curbside to the entrance of the Country Club of York. With the feel of the “Oscars,” guests will walk the “Red Carpet.” This opportunity enables your company to make the first impression of the evening.
- ♥ **Band** (1 available): This sponsorship opportunity will allow guests to see your support of the 2010 Heart Ball. Company signage will be placed alongside the band throughout the entire evening.
- ♥ **Signature “Themed” Bar** (1 available): This was a recommendation from one of our chairs – themed bars throughout the ballroom! Your company's name will be placed in a visible area near your themed bar. As a sponsor, you may provide ideas for the theme of your bar (subject to the discretion of the American Heart Association).
- ♥ **Centerpieces** (1 available): Allow guests to view your company name throughout the Heart Ball as they enjoy the beautiful centerpieces placed on each guest table.
- ♥ **Complimentary Guest Photos** (2 available): What a great way to say “Thank you” to those who choose to have their photos taken. A photographer will be taking guest photos in a designated area of the ballroom. Your company name will be printed on the accompanying photo sleeve.
- ♥ **Heart Healthy Snacks** Provide a heart healthy snack for a York County afterschool program – limit 200 students.

Investment in life-saving research and community education: \$5,000



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Your Company will receive:

- ♥ The opportunity to link your organization's name to the life-saving work of the American Heart Association, which is recognized as one of the top 100 brands
- ♥ Company logo/name recognition on asset selected below
- ♥ Premier guest seating for 12 at the Heart Ball
- ♥ Recognition at the podium the night of the Heart Ball as a premier-level sponsor
- ♥ Recognition as a Heart Ball premier-level sponsor in all press materials, newsletters and emails
- ♥ Prominent visibility as a premier-level sponsor on all Heart Ball printed materials including:
 - Early "Save the Date" card (circulation approximately 500). Must be committed by Sept. 30, 2012.
 - Heart Ball invitation
 - Heart ball program booklet
- ♥ Full page ad in the Heart Ball program booklet – 5.5 x 8.5
- ♥ Link to your website from the American Heart Association's York site
- ♥ Recognition in the American Heart Association's Annual Report
- ♥ The opportunity for your staff to participate on the Heart Ball event committee

In addition, your company will receive your choice of one of the following asset opportunities:

- ♥ **Infant CPR** (2 opportunities): Opportunity to fund and distribute up to 50 Infant CPR kits via community activity. 30-day activation rights with this asset.
- ♥ **Corporate Club Activity** (1 opportunity): The opportunity to thank donors by inviting them to attend and bring kids/survivors/family to existing or new family-oriented corporate stewardship events (i.e. sporting events, concerts, etc.). 30-day activation rights with this asset.
- ♥ **House Party (Living Well)** (1 opportunity): Opportunity to mix and mingle at philanthropist's home while also learning how to de-stress and relax; may include spa treatments, massage, relaxation techniques, meditation, yoga and/or tai chi. 30-day activation rights with this asset.

Investment in life-saving research and community education: \$7,500



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American Heart Association | American Stroke Association®

Your Company will receive:

- ♥ The opportunity to link your organization's name to the life-saving work of the American Heart Association, which is recognized as one of the top 100 brands
- ♥ 60-days rights to use the York County Heart Ball logo
- ♥ Company logo/name recognition on asset selected below
- ♥ Two full-page ads in the Heart Ball program booklet – 5.5 x 8.5 each
- ♥ Premier guest seating for 16 at the Heart Ball
- ♥ Recognition at the podium the night of the Heart Ball as a premier-level sponsor
- ♥ Prominent visibility as a Heart Ball premier-level sponsor on all printed materials including:
 - Early "Save the Date" card (circulation approx. 500). Must be committed by September 30, 2013.
 - Heart Ball invitation
 - Heart Ball program booklet
- ♥ Link to your website from the American Heart Association's York site
- ♥ Recognition in the American Heart Association's Annual Report
- ♥ The opportunity for your staff to participate on the Heart Ball event committee

In addition, your company will receive your choice of one of the following asset opportunities:

- ♥ **CPR Anytime** (3 opportunities):
Distribute up to 25 Infant CPR kits or 25 CPR Anytime kits to the recipients of your choice.
- ♥ **Wellness Visit** (1 opportunity):
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**

Investment in life-saving research and community education: \$10,000



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Your Company will receive:

- ♥ The opportunity to link your organization's name to the life-saving work of the American Heart Association, which is recognized as one of the top 100 brands
- ♥ 90-day rights to use the York County Heart Ball logo
- ♥ Company logo/name recognition on asset selected below
- ♥ Two full-page ads in the Heart Ball program booklet – 5.5 x 8.5 each
- ♥ Premier guest seating for 16 at the Heart Ball
- ♥ Recognition at the podium the night of the Heart Ball as a premier-level sponsor
- ♥ Prominent visibility as a Heart Ball premier-level sponsor on all printed materials including:
 - Early "Save the Date" card (circulation approximately 500). Must be committed by Sept. 30, 2012.
 - Heart Ball invitation
 - Heart Ball program booklet
- ♥ Link to your website from the American Heart Association's York site
- ♥ Recognition in the American Heart Association's Annual Report
- ♥ The opportunity for your staff to participate on the Heart Ball event committee

In addition, your company will receive your choice of one of the following asset opportunities:

- ♥ **HeART of the Matter** (1 opportunity): Select local artists to create their vision of what "heart" means to them; artwork will be auctioned off to benefit the AHA and may also be on display at local galleries or businesses, along with awareness materials to educate art community about heart-health.
- ♥ **JRFH Tie-in**: (1 opportunity): Annual participation in one JRFH event at local school to underwrite various costs and attend/speak at event, e.g. jump ropes, D.J., healthy snacks, prizes.
- ♥ **Red Wine Tasting** (1 opportunity): Exclusive pre-event that gathers wine connoisseurs to taste and select wines to be served at the Heart Ball. Attendees receive latest heart-healthy recipes to pair with wines and/or a brief presentation on science regarding the health benefits of red wine. 30-day activation rights with this asset.

Investment in life-saving research and community education: \$15,000



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Signature Sponsor

Your Company will receive:

- ♥ The opportunity to link your organization's name to the life-saving work of the American Heart Association, which is recognized as one of the top 100 brands
- ♥ 90-days rights to use the York County Heart Ball logo
- ♥ Company logo/name recognition on asset selected below
- ♥ Message from your CEO plus two-page ad in the Heart Ball program booklet – 5.5 x 8.5 each
- ♥ Prominent visibility as a premier-level sponsor on all Heart Ball printed materials including:
 - Early “Save the Date” card (circulation approximately 500). Must be committed by Sept. 30, 2012.
 - Heart Ball invitation
 - Heart ball program booklet
- ♥ Premier guest seating for 20 at the Heart Ball
- ♥ Recognition at the podium the night of the Heart Ball as a premier-level sponsor
- ♥ Recognition as a Heart Ball premier-level sponsor in all press materials, newsletters and emails
- ♥ Link to your website from the American Heart Association's York site
- ♥ The opportunity for your staff to participate on the Heart Ball event committee
- ♥ Recognition in the American Heart Association's Annual Report

In addition, your company will receive your choice of one of the following asset opportunities:

- ♥ **Poster Contest** (1 opportunity): Annual art contest for Jump Rope for Heart (JRFH) participants, encouraging kids to create heart inspired poster designs; winning designs are displayed at Heart Ball.
- ♥ **Wellness Visit** (1 opportunity): 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, networking opportunities. 30-day activation rights around each visit (maximum 2 over the course of one year).
- ♥ **After Party** (1 opportunity): Opportunity to keep up the momentum after the Heart Ball via an After Party held either immediately following the event or in the following weeks; the opportunity to tie in the importance of healthy lifestyle via dancing/activity, healthy midnight brunch, etc. 60-day activation rights around this opportunity (30 days pre-event or 30 days post-event).

Investment in life-saving research and community education: \$25,000



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Platform Sponsor

(Category Exclusive Opportunity)

- ♥ The opportunity to link your organization's name to the life-saving work of the American Heart Association, which is recognized as one of the top 100 brands
- ♥ 12 months rights to use the York County Heart Ball logo
- ♥ Company logo/name recognition on asset(s) selected below
- ♥ VIP guest seating for 24 at the Heart Ball and special table design
- ♥ Recognition at the podium the night of the Heart Ball as the Signature Sponsor
- ♥ Recognition as the Heart Ball Signature Sponsor in all press materials, newsletters and emails
- ♥ Prominent visibility as the Signature Sponsor on all Heart Ball printed materials including:
 - Early "Save the Date" card (circulation approximately 500). Must be committed by October. 30, 2012.
 - Heart Ball invitation
 - Heart ball program booklet
- ♥ Logo on front cover of program booklet, plus a message from your CEO inside
- ♥ Two-page ad in the Heart Ball program booklet – prime or choice location
- ♥ Company logo on local Heart Ball website, collateral materials and communications
- ♥ Link to your website from the American Heart Association's York site
- ♥ Recognition in the American Heart Association's Annual Report
- ♥ The opportunity for your staff to participate on the Heart Ball event committee

In addition, your company will receive your choice of one of the following exclusive asset opportunities (if asset selection is already sold, you will receive your choice of two different non-exclusive assets):

- ♥ Please refer to the complete list of **Day-of-Event Asset Opportunities** for the details on how your company will receive additional visibility:
 - Red Carpet Experience
 - Band
 - Signature "themed" bar
 - Centerpieces
 - Guest Photos
 - Signature Dessert

Investment in life-saving research and community education: \$35,000