



Children's HeartLink 2014 HeartLink Gala Sponsorship Proposal

We hope you will consider sponsoring the 2014 HeartLink Gala, our largest, most prominent fundraising event of the year. Together, with your participation, we will continue our work to assure that children around the world have access to quality care for the treatment of heart disease.

Date: Saturday, November 15

Place: Minneapolis Convention Center

Time: 6 p.m.

Honorary Chair: Omar Ishrak, Chairman and CEO, Medtronic

The Evening

Begin your evening with a cocktail reception and our signature culinary experience auction. The celebration continues with fabulous cuisine, an exciting live auction and incredible live entertainment.

About Us

Children's HeartLink is a nonprofit organization partnering with health care centers in underserved regions of the world to strengthen their ability to diagnose and treat heart disease in children. Children's HeartLink currently supports partner hospitals and programs in Brazil, China, India, Malaysia, Ukraine and Vietnam. Visit www.childrensheartlink.org for more information.

The Need

- Congenital heart disease is the most common major birth defect and affects millions of children around the world. Approximately one in every 120 children is born with a heart defect.
- Across the world, approximately 1 million babies are born each year with congenital heart disease. Ninety percent of those newborns are in areas of the world where appropriate medical care is inadequate or unavailable.

How Do We Help?

- Children's HeartLink partners with health care providers in medically underserved areas, empowering local hospitals to care for children in their region with consistent, quality and sustainable pediatric cardiac services.
- Your donation leverages teams of medical volunteers who provide training and education to our partners, and treatment for local children. In 45 years, Children's HeartLink has provided more than \$63 million in education, technical support, treatment and medical equipment to partner hospitals and programs.

Sponsor Opportunities

Overall Benefits

Sponsorship of the 2014 HeartLink Gala has many advantages:

- Comprehensive public relations and marketing support, including media coverage; Children's HeartLink will also highlight sponsors on our website, in our social media networks and in our email and print newsletters
- Visibility to audience of prominent business and social leaders
- Opportunity to support and partner with Children's HeartLink, an organization with 45 years of experience helping to treat children's heart disease worldwide and with a track record of managing successful events
- Evidence of your company's status as a philanthropic community leader and responsible global citizen
- Brand equity in one of the biggest fundraising events in Minnesota

Presenting sponsor — \$50,000 (\$47,750 tax deductible)

\$50,000 will fund training and mentorship activities at a Children's HeartLink partner site for three months.

- **Exclusive opportunity** for one company (SOLD OUT)
- Company name incorporated into event title
- Premiere seating for three tables of ten. Guests will be invited to the exclusive Honorary Chair's Reception immediately before the event
- Logo featured on invitations, programs, all event materials and *Heartbeat* newsletters
- Featured as "Presenting Sponsor" on all 2014 HeartLink Gala promotional materials, including press releases and annual report
- Full-page advertisement in event program with premium page positioning
- Multi-media recognition as "Presenting Sponsor" throughout the event, complete with logo

Platinum sponsor — \$25,000 (\$23,500 tax deductible)

\$25,000 provides three months of advanced, off-site training for a medical team from one of our international partner hospitals.

- Priority seating for two tables of ten. All Platinum sponsor's guests will be invited to the exclusive Honorary Chair's Reception immediately before the event
- Featured as "Platinum Sponsor" on all 2014 HeartLink Gala promotional materials, including invitations, program, press releases, *Heartbeat* newsletters and annual report.
- Logo recognition in event program and on-screen during event
- Full-page advertisement in event program
- Multi-media recognition as "Platinum Sponsor" at the event

Sponsor Opportunities, continued

Gold sponsor — \$10,000 (\$9,250 tax deductible)

\$10,000 allows two Children's HeartLink partners individual consultation in using data to guide patient outcomes and quality improvement.

- Preferred seating for one table of ten
- Featured as “Gold Sponsor” on all 2014 HeartLink Gala promotional materials, including invitations, program, press releases, *Heartbeat* newsletters and annual report
- Logo recognition in event program
- Half-page advertisement in event program
- Multi-media recognition as “Gold Sponsor” at the event

Silver sponsor — \$5,000 (\$4,250 tax deductible)

\$5,000 funds a cross-site training initiative between two Children's HeartLink partner sites.

- One table for ten guests
- Featured as “Silver Sponsor” on all 2014 HeartLink Gala promotional materials, including invitations, program, *Heartbeat* newsletters and annual report
- Quarter-page advertisement in event program
- Multi-media recognition as “Silver Sponsor” at the event

Bronze sponsor — \$2,500 (\$1,750 tax deductible)

\$2,500 provides Pediatric Advanced Life Support (PALS) training for nurses.

- One table for ten guests
- Featured as “Bronze Sponsor” on 2014 HeartLink Gala promotional materials, including program and annual report

Individual Ticket — \$225 (\$150 tax deductible)

\$225—will provide Children's HeartLink Parent Education / Discharge Instructions (PEDI) for 50 families when their children are discharged from the hospital.

Sponsorship Commitment Form**2014 HeartLink Gala | Saturday, November 15 | Minneapolis Convention Center***You can purchase sponsorships online! Visit www.childrensheartlink.org/heartlink-gala*

Name _____
 Company _____
 Address _____
 City/State/Zip _____
 Phone _____ Email _____

Sponsor:

____ PRESENTING Level for \$50,000 (*\$47,750 Tax Deductible*) **SOLD OUT**
 ____ Platinum Level for \$25,000 (*\$23,500 Tax Deductible*)
 ____ Gold Level for \$10,000 (*\$9,250 Tax Deductible*)
 ____ Silver Level for \$5,000 (*\$4,250 Tax Deductible*)
 ____ Bronze Level for \$2,500 (*\$1,750 Tax Deductible*)
 ____ Individual Ticket for \$225 (*\$150 Tax Deductible*)

Donate:

We would like to donate items to the 2014 HeartLink Gala Auction

____ Culinary Experience Auction ____ Live Auction

Item and Value _____

Contribute:

We are not able to attend, but would like to make a tax-deductible contribution to Children's HeartLink. Enclosed is our gift for \$ _____.

Payment:

____ A check made payable to Children's HeartLink is enclosed

____ Please invoice me at the address above

____ Visa, Master Card or American Express

Number _____ exp. _____

***** Sponsorship commitment deadline is September 15, 2014 *******Deadline for ad and logo submission is September 15, 2014—please send to jennifer@childrensheartlink.org****Return completed form to:** Children's HeartLink, 5075 Arcadia Avenue, Minneapolis, MN 55436-2306 or 952-928-4859 (fax)