



## FOR HER HEART'S SAKE

Health. Heart. Hope.

*Modelled after the highly acclaimed and successful Vic Mature Women's Centre, For Her Heart's Sake is a unique and innovative inter-disciplinary project with one goal: to eradicate heart disease as the #1 killer of the special women in our lives – our mothers, daughters, sisters, wives and friends. You can make this possible!*

### *Code Blue: Awareness and education are critical to prevention.*

*We can no longer afford to ignore the fact that heart disease is the #1 killer of women in our community. Many of the women we know already have one or more risk factors. Less than 15% of them will recognize these risks or the connection to their own threat of heart disease. Unaware, they will not self-diagnose, seek medical consults or care, leading to unnecessary illnesses and deaths. In fact, more women will die this year of heart disease than all forms of cancer combined.*



*For Her Heart's Sake, your financial support will provide urgent awareness and education to help women in our community understand the dangers of heart disease, how to recognize the signs, when to seek help and how to maintain a heart-healthy lifestyle.*

### *Code Blue: Gender-specific research and care are critical to survival.*

*We can no longer afford the misconception that heart disease is a man's disease. In fact, more women than men die of heart disease. 71% of women who experience early warning signs of heart disease, do not have male symptoms. Yet diagnosis and treatment are based on available research on male subjects. This means that women's symptoms are under-recognized and under-treated. Women are less likely to be hospitalized, less likely to be referred to a cardiac specialist for testing, or to get the medication and care that they need.*



*For Her Heart's Sake, your financial support will enable the collection of life-saving research that women and medical professionals need, and will provide much-needed, individualized and gender-specific counselling, training and specialized care and support to survivors.*

### *Code Blue: For Her Heart's Sake is where your support is needed most.*

*Women's heart disease requires our immediate attention and support. Right now, heart disease is affecting the special women in our lives, and we must change the odds. It is urgent that we understand and prevent it. Urgent that we recognize and treat it. Urgent that we provide survivors with the care that they need to live healthier and longer.*

*Our Foundation has committed to fully funding For Her Heart's Sake to 2017 at a cost of \$900,000. We need your help to reach this goal. Please take a moment to review the sponsorship opportunities for this year's Gala. We have an incredible evening planned. For Her Heart's Sake – please join us and give as generously as possible. You can make a difference.*

Thank you,

Tammy Mignacca  
Gala Co-Chair

Karen Taraska-Alcock  
Gala Co-Chair

# Sponsorship Levels



## “Big Heart” Sponsor - \$25,000

- Naming rights to Gala Dinner
- Premium Gala Seating for 10 with corporate table naming, plus 10 VIP Reception tickets
- Recognition in all Gala promotional media and materials including any TV, radio and print materials, the Foundation website, Audio-visual display, table tent cards, and event sponsor page
- Full page Gala Program advertisement, inside cover
- Recognition in the Winnipeg Free Press Community Profile page
- Business feature in the Foundation newsletter



## Diamond Sponsor - \$10,000

- Premium Gala Seating for 10 with corporate table naming, plus 10 VIP Reception tickets
- Recognition in Gala promotional media and materials including the Foundation website, Audio-visual display, table tent cards and event sponsor page
- Full page Gala Program advertisement
- Recognition in the Winnipeg Free Press Community Profile page



## Denim Sponsor - \$5,000

- Premium Gala Seating for 10 with corporate table naming, plus 10 VIP Reception tickets
- Recognition in Gala promotional media and materials including the Foundation website, Audio-visual display, table tent cards and event sponsor page
- Half page Gala Program advertisement
- Recognition in the Winnipeg Free Press Community Profile page



## Sapphire Sponsor - \$2,500

- Premium Gala Seating for 10 with corporate table naming, plus 10 VIP Reception tickets
- Recognition in Gala promotional media and materials including the Foundation website, Audio-visual display, table tent cards and event sponsor page
- Quarter page Gala Program advertisement



*Code Blue Gala*  
For Her Heart's Sake  
Fort Garry Place – Grand Ballroom  
Saturday, September 19, 2015



**FOR HER  
HEART'S  
SAKE**  
Health. Heart. Hope.

ORDER FORM

Name: \_\_\_\_\_  
Company: \_\_\_\_\_  
Address: \_\_\_\_\_ City: \_\_\_\_\_  
Postal Code: \_\_\_\_\_ Phone: \_\_\_\_\_  
Email: \_\_\_\_\_ Seller: \_\_\_\_\_

SPONSORSHIP OPPORTUNITIES:

- |                                    |            |          |
|------------------------------------|------------|----------|
| <input type="checkbox"/> Big Heart | - \$25,000 | \$ _____ |
| <input type="checkbox"/> Diamond   | - \$10,000 | \$ _____ |
| <input type="checkbox"/> Denim     | - \$5,000  | \$ _____ |
| <input type="checkbox"/> Sapphire  | - \$2,500  | \$ _____ |

ADVERTISING OPPORTUNITIES:

- |  |          |          |
|--|----------|----------|
| <input type="checkbox"/> Full Page Ad    | - \$1500 | \$ _____ |
| <input type="checkbox"/> Half Page Ad    | - \$750  | \$ _____ |
| <input type="checkbox"/> Quarter Page Ad | - \$375  | \$ _____ |

GALA TABLES & TICKETS:

- |                                      |                                 |            |
|--------------------------------------|---------------------------------|------------|
| <input type="checkbox"/> Table of 10 | - \$2,000 ea. x Quantity: _____ | = \$ _____ |
| <input type="checkbox"/> Tickets     | - \$200 ea. x Quantity: _____   | = \$ _____ |

PAYMENT INFORMATION: \* Please note that tables/tickets are not reserved until paid in full.

- ☐ Cheque    ☐ Visa    ☐ Mastercard

\_\_\_\_\_  
Name on Card

\_\_\_\_\_  
Signature:

\_\_\_\_\_  
Card Number

\_\_\_\_\_  
Expiry Date (mm/yy)

Please send your completed form payable to: Victoria Hospital Foundation,  
2340 Pembina Highway, Winnipeg, MB, R3T 2E8, Fax: (204) 261-1431 or  
Email: [foundation@vgh.mb.ca](mailto:foundation@vgh.mb.ca) For additional information, please call: (204) 477-3513.  
Thank you for your generous support!