

# 10<sup>th</sup> Annual Long Island Go Red for Women Luncheon

Crest Hollow Country Club  
Woodbury, NY



Media Sponsors



## Highlight of Sponsorship Benefits

### Signature Sponsor

**Corporate Investment: \$ 50,000**

- o VIP Red Room: Host VIP reception prior to the luncheon
- o Company name featured on the invitation and in advertisements
- o Company recognized as the **Signature Sponsor** from the podium
- o Premium page in Journal
- o Twenty (20) tickets to the luncheon with table recognition with your company name
- o Company recognized as the **Signature Sponsor** in Journal and on signage

### Faces of Heart Sponsor

**Corporate Investment: \$ 25,000**

- o Company name/logo featured on the traveling survivor photo exhibit
- o Company name featured on the invitation and in advertisements
- o Company recognized as the **Faces of Heart Sponsor** from the podium
- o Platinum page in Journal
- o Twelve (12) tickets to the luncheon with table recognition with your company name
- o Company recognized as the **Faces of Heart Sponsor** in Journal and on signage

### Picture and a Promise Sponsor

**Corporate Investment: \$ 20,000**

- o Host a photo-booth at the luncheon to visually capture women making a pledge to love their heart
- o Company name featured on the invitation and in advertisements
- o Company recognized as the **Picture and a Promise Sponsor** from the podium
- o Platinum page in Journal
- o Twelve (12) tickets to the luncheon with table recognition with your company name
- o Company recognized as the **Picture and a Promise Sponsor** in Journal and on signage

### Heart to Heart Sponsor

**Corporate Investment: \$ 20,000**

- o Co-branding of luncheon's morning educational workshop materials and signage
- o Company name featured on the invitation and in advertisements
- o Company recognized as the **Heart to Heart Sponsor** from the podium
- o Platinum page in Journal
- o Twelve (12) tickets to the luncheon with table recognition with your company name
- o Company recognized as the **Heart to Heart Sponsor** in Journal and on signage

### Heart CheckUp Sponsor

**Corporate Investment: \$ 15,000**

- o Company name/logo may be co-branded with the Go Red for Women Heart CheckUp (personal heart-health risk assessment) on Long Island
- o Company name featured on the invitation and in advertisements
- o Company recognized as the **Heart CheckUp Sponsor** from the podium
- o Gold page in Journal
- o Ten (10) tickets to the luncheon with table recognition with your company name
- o Company recognized as the **Heart CheckUp Sponsor** in Journal and on signage

### Mission Sponsor

Corporate Investment: \$ 10,000

- o One AED & training at location of choice
- o Five CPR Anytime Kits with logo
- o One Wellness Lunch & Learn program including cardiologist at location of choice
- o Company name featured on the invitation and in advertisements
- o Company recognized as the **Mission Sponsor** from the podium
- o Sponsorship of two (2) survivor seats at the Luncheon
- o Eight (8) tickets to the luncheon with table recognition with your company name
- o Gold page in Journal
- o Opportunity to put samples in goodie bags

### Executive Breakfast Sponsor

Corporate Investment: \$ 10,000

- o Opportunity to host a breakfast that brings together executive-level women and other influential people to network and become engaged in the movement
- o Company name featured on the invitation and in advertisements
- o Company recognized as the **Executive Breakfast Sponsor** from the podium
- o Silver page in Journal
- o Ten (10) tickets to the luncheon with table recognition with your company name
- o Company recognized as the **Executive Breakfast Sponsor** in Journal and on signage

### Go Red "Call" to Action Sponsor

Corporate Investment: \$ 10,000

- o Company name on the invitation and signage at the event.
- o Opportunity to set up a booth at the luncheon in February 2010 encouraging women to call their friends simultaneously asking them to join the movement.
- o Company recognized as the **Go Red "Call" to Action Sponsor** from the podium
- o Silver Page in Journal
- o Ten (10) tickets to the luncheon and table recognition with your company name
- o Company recognized as the Go Red "Call" to Action Sponsor in journal and on signage

### Go Red Cause Sponsor

Corporate Investment: \$ 5,000

- o Promote the Cause by hosting either a Go Red Buzz Event or a Go Red Girlfriend Channel networking event
- o Recognition as the **Cause Sponsor** in advertisements
- o Company recognized as the **Cause Sponsor** from the podium
- o Bronze page in Journal
- o Ten (10) tickets to the luncheon with table recognition with your company name
- o Company recognized as the **Cause Sponsor** in Journal and on signage

### Wellness Champion

Corporate Investment: \$3,000

- o Includes seating for 10
- o Wellness Champion Page in Journal (5x8)
- o Table signage and recognition
- o Preferred seating
- o Go Red Wellness Program

### Journal Opportunity

The Go Red for Women Luncheon Journal, distributed to over 850 luncheon participants, is a valuable informational resource which will include:

- o Go Red for Women Movement information
- o Sponsorship Recognition
- o Tributes to the Honorees
- o Heart Health and Stroke Guidelines

**Gold Page (5x8)**                      \$ 1,000  
**Silver Page (5x8)**                    \$ 750

**Full Page (5x8)**                      \$ 500  
**Half Page (5x3 7/8)**                 \$ 300

10<sup>th</sup> Annual

Long Island Go Red For Women Luncheon

Wednesday, February 16, 2011

*Crest Hollow Country Club - Woodbury, NY*



## Signature Sponsor

### **Extended Booster Benefits**

Ability to activate sponsorship for 60-day period around the date of the luncheon  
Company name on the invitation and in advertisements

### **Benefits at the Go Red for Women Luncheon**

VIP Red Room : Host VIP reception prior to the luncheon that will provide hospitality to VIPs, honorees, sponsors, and speakers

Ability to provide giveaways/collateral to be included in gift bags

Group welcome at the luncheon (1 minute)

Company recognized as the Signature Sponsor from the podium

Premium Page in Journal

Twenty (20) tickets to the luncheon and table recognition with your company name

Company recognized as the Signature Sponsor in Journal and on signage

### **The Goal of the Signature Sponsor is:**

To spread awareness of the Go Red for Women Movement throughout the community

**Corporate Investment: \$ 50,000**

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## Face of Heart Sponsor

### **Extended Booster Benefits**

Company name/logo featured on the traveling survivor gallery

*The survivor gallery is a unique traveling photo exhibit that features life-size portraits of local, female heart disease survivors with their compelling stories. This exhibit will be launched at the Go Red for Women Luncheon on February 16, 2011 and travel through the community year-round.*

Brand extension opportunities at exhibit sites

Ability to highlight employees, company leaders or local citizens who are heart survivors

Company name in the invitation and in advertisements

### **Benefits at the Go Red for Women Luncheon**

Company recognized as the Faces of Heart Sponsor from the podium

Platinum page in Journal

Twelve (12) tickets to the luncheon and table recognition with your company name

Recognition as the Faces of Heart Sponsor in advertisements

Company recognized as the Faces of Heart Sponsor in Journal and on signage

### **The Goal of the Faces of Heart is:**

To connect to and identify with cardiac event and stroke survivors living on Long Island.

To educate women of the warning signs and symptoms of cardiovascular disease

To provide women with valuable cardiac care resources, healthy life style tips, etc.

To motivate women to take action by completing the free “Heart Health Checkup” at [www.goredforwomen.org](http://www.goredforwomen.org), and to complete the online risk assessment.

To use photography and magazines as a medium to promote education and women’s health throughout Long Island.

**Corporate Investment: \$ 25,000**

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## Picture and a Promise Sponsor

### **Extended Booster Benefits**

Company name on the invitation and in advertisements

Opportunity to send photographed guests a follow up following the event and include company information.

### **Benefits at the Go Red for Women Luncheon**

Host a walk-up digital photo-booth at the luncheon to visually capture women making a commitment to a healthier lifestyle

The ability to offer company-branded premiums/products while women wait in line

Company name and logo on the photo station and on the photo the guests receive

Company recognized as the Picture and a Promise Sponsor from the podium

Platinum page in Journal

Twelve(12) tickets to the luncheon and table recognition with your company name

Recognition as the Picture and a Promise Sponsor in advertisements

Company recognized as the Picture and a Promise Sponsor in journal and on signage

### **The Goal of the Picture and a Promise Station is:**

To motivate women to take the “love your heart” pledge and promise to make heart healthy lifestyle changes

**Corporate Investment: \$ 20,000**

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## Heart to Heart Workshop Sponsor

### **Extended Booster Benefits**

Company listed as the Heart to Heart Workshop Sponsor on invitations and in advertisements

### **Benefits at the Go Red for Women Luncheon**

Co-branding of workshop materials and signage

*The educational workshops are held prior to the luncheon for 30-45 minutes. The workshops give women an opportunity to gather and learn together about fun, consumer-friendly topics relevant to the movement.*

Ability to offer giveaways

Speaking opportunity to introduce speakers/experts

Inclusion in outreach materials to workshop attendees

Company name and product display opportunity at the event

Company recognized as the Heart to Heart Workshop Sponsor from the podium

Platinum page in Journal

Twelve (12) tickets to the luncheon and table recognition with your company name

Recognition as the Heart to Heart Workshop Sponsor in advertisements

Company recognized as the Heart to Heart Workshop Sponsor in journal and on signage

### **The Goal of the Workshops is:**

To educate women of the warning signs and symptoms of cardiovascular disease

To provide women with valuable cardiac care resources, healthy lifestyle tips, etc.

To motivate women to take action by completing the free "Heart Health Checkup" at [www.goredforwomen.org](http://www.goredforwomen.org), and to complete the online risk assessment

**Corporate Investment: \$ 20,000**

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## Heart CheckUp Sponsor

### **Extended Booster Benefits**

Company name may be co-branded with the Go Red for Women Heart CheckUp in Long Island  
The Go Red Heart CheckUp is available at [goredforwomen.org](http://goredforwomen.org) and offers women the opportunity to learn their personal heart-health risk assessment for the next 10 years and teaches them to love their heart.

Promote the Go Red Heart CheckUp throughout the community to drive local women to sign up; may include screenings or kiosk computer stations.

Brand extension opportunities at blood pressure screening sites

Company name on the invitation and in advertisements

### **Benefits at the Go Red for Women Luncheon**

Presence at luncheon at the Heart CheckUp Station

The ability to offer company-branded premiums/product samples while women wait in line

Company name on signage at the Heart CheckUp Station

Company recognized as the Heart CheckUp Sponsor from the podium

Gold page in Journal

Ten (10) tickets to the luncheon and table recognition with your company name

Recognition as the Heart CheckUp Sponsor in advertisements

Company recognized as the Heart CheckUp Sponsor in journal and on signage

### **The Goal of the Go Red Heart CheckUp Station is:**

To educate women of the warning signs and symptoms of cardiovascular disease

To motivate women to take action by completing the free "Heart Health Checkup" at [www.goredforwomen.org](http://www.goredforwomen.org), and to complete the online **risk assessment**.

**Corporate Investment: \$ 15,000**

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## Mission Sponsor

### **Extended Booster Benefits**

One AED and training at location of sponsors choice  
Five CPR anytime kits with company name on them, distributed  
Opportunity to host a Lunch & Learn with a presentation from a cardiologist.

### **Benefits at the Go Red for Women Luncheon**

Presence at luncheon at the Heart CheckUp Station  
The ability to offer company-branded premiums/product samples while women wait in line  
Company name on signage at the Heart CheckUp Station  
Company recognized as the Mission Sponsor from the podium  
Gold page in Journal  
Ten (10) tickets to the luncheon and table recognition with your company name  
Recognition as the Mission Sponsor in advertisements  
Company recognized as the Mission Sponsor in the journal and on signage

### **The Goal of the Go Red Heart CheckUp Station is:**

To educate women of the warning signs and symptoms of cardiovascular disease  
To motivate women to take action by completing the free "Heart Health Checkup" at [www.goredforwomen.org](http://www.goredforwomen.org), and to complete the online **risk assessment**.

**Corporate Investment: \$ 10,000**



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## Executive Breakfast Sponsor

### **Extended Booster Benefits**

Opportunity to host a breakfast that brings together executive-level women and other influential's to network, share personal stories and become engaged in the movement  
Logo/presence on the executive breakfast invitation, program and signage  
Company name in the Luncheon invitation and in advertisements.

### **Benefits at the Go Red for Women Luncheon**

Company recognized as an Executive Breakfast Sponsor from the podium  
Silver Page in Journal  
Ten (10) tickets to the luncheon with table recognition with your company name  
Company recognized as an Executive Breakfast Sponsor in the journal and on signage

### **The Goal of the Executive Breakfast Sponsor is:**

To spread awareness and engage company leaders in the Go Red for Women movement

**Corporate Investment: \$ 10,000**

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## Go Red “Call” to Action Sponsor

### **Extended Booster Benefits**

Company name on the invitation and signage at the event.

### **Benefits at the Go Red for Women Luncheon**

Opportunity to set up a booth at the luncheon encouraging women to call their friends simultaneously asking them to join the movement.

Company recognized as the Go Red “Call” to Action Sponsor from the podium

Silver Page in Journal

Ten (10) tickets to the luncheon and table recognition with your company name

Company recognized as the Go Red “Call” to Action Sponsor in the journal and on signage

### **The Goal of the Call to Action Sponsor is:**

To spread awareness and engage company leaders in the Go Red for Women movement.

**Corporate Investment: \$ 10,000**

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## Go Red Cause Sponsor

### **Extended Booster Benefits**

Promote the Cause by hosting one of the following Go Red Events:

Go Red Buzz Event - Activities focus on reaching new segments of women, garnering impressions and increasing awareness.

Go Red Girlfriend Channel - Conduct outreach and networking events to partner with local consumer oriented and professional civic organizations (e.g. sororities, Junior League, churches, media, etc.)

Logo/presence at the chosen event and opportunity to distribute materials

### **Benefits at the Go Red for Women Luncheon**

Company recognized as a Cause Sponsor from the podium

Bronze Page in Journal

Ten (10) tickets to the luncheon and table recognition with your company name

Company recognized as a **Cause Sponsor** in the journal and on signage

### **The Goal of the Go Red Cause Sponsor is:**

To spread awareness and engage company leaders in the Go Red for Women movement

**Corporate Investment: \$ 5,000**

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## Wellness Champion

### **Extended Booster Benefits**

Go Red for Women Employee Wellness Program

*This program, provided by the American Heart Association, gives you the tools you need to activate a heart health awareness program for both male and female employees. This is available as a one month long program or a quarterly program.*

Company name in advertisements

### **Benefits at the Go Red for Women Luncheon**

Company recognized as a Wellness Champion from the podium

Wellness Champion Page in Journal

Ten (10) tickets to the luncheon and table recognition with your company name

Company recognized as a Wellness Champion in the journal and on signage

### **The Goal of the Wellness Champion is:**

To spread awareness and engage people in the Go Red for Women movement

**Corporate Investment: \$3,000**

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## Journal

The Go Red for Women Luncheon Journal, is distributed to over 700 luncheon participants, and is a valuable informational resource that will include:

Go Red for Women Movement information  
Sponsorship recognition  
Tributes to the Honorees  
Heart Health and Stroke Guidelines  
Support Groups

Gold Page (5x8)	\$ 1,000
Silver Page (5x8)	\$ 750
Full Page (5x8)	\$ 500
Half Page (5x3 7/8)	\$ 300

*Journal ads are black & white and can be emailed to: [jesse.leonard@heart.org](mailto:jesse.leonard@heart.org), no later than January 16, 2011*

*\*Journal Ad Deadline: January 16, 2011*

## Tickets

Tickets are available for \$125 each

*Preferred seating is not available for individual tickets*

# Sponsorship / Marketing Agreement



Media Sponsors



1. Company Name : \_\_\_\_\_

2. Sponsorship Amount : \_\_\_\_\_

3. Sponsorship to be received by (due date) : January 7, 2011

4. Payment terms – Please circle (one time, monthly, quarterly, yearly) –  
*last payment to be received no later than 90 days post-event*

5. Multi-Year Sponsorship? Yes / No If yes, how many years? \_\_\_\_\_

6. Cause / event [list each cause / event and the amount associated with each event and the date for each]

A. Long Island Go Red For Women Luncheon, February, 2011

7. Location (market) Long Island

8. E-1 Code: 222660.4615.56978.51032

9. Please indicate which asset is connected with this sponsorship:

- |   |   |   |
|---|---|---|
| \$50,000 - Signature Sponsor <input type="checkbox"/>     | \$15,000 - Heart CheckUp <input type="checkbox"/>           | \$10,000 - VIP Event <input type="checkbox"/>                 |
| \$25,000 - Faces of Heart <input type="checkbox"/>        | \$10,000 - Mission Sponsor <input type="checkbox"/>         | \$5,000 - Go Red Girlfriends Channel <input type="checkbox"/> |
| \$20,000 - Picture and a Promise <input type="checkbox"/> | \$10,000 - Executive Breakfast <input type="checkbox"/>     | \$5,000 - Go Red Buzz Event <input type="checkbox"/>          |
| \$20,000 - Heart-to-Heart <input type="checkbox"/>        | \$10,000 - Go Red "Call" to Action <input type="checkbox"/> | \$3,000 - Employee Wellness <input type="checkbox"/>          |

**Purpose:** The purpose of the Event is to benefit the American Heart Association ("AHA") and advance its non-profit mission of building healthier lives, free of cardiovascular disease and stroke. The purpose of the Event is not to endorse or promote any product or service of Sponsor or of any third party.

- Check should be made payable to the American Heart Association Attn: Nancy Rao
- All printed materials that include an American Heart Association logo must go through the American Heart Association's approval process prior to print.
- The entire liability of the AHA, and sponsors exclusive remedy for damages from any cause related to or arising out of this Agreement, will not exceed a refund of monies actually paid to the AHA by sponsor and not yet expended by the AHA.
- The AHA's Tax ID # 13-5613797

## 10. Sponsor Contact Information:

Name \_\_\_\_\_ Title \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

*My signature indicates authorization to make this commitment on behalf of the company.*

## 11. American Heart Association Contact Information:

Name Nancy Rao Title Regional Director

Address 125 East Bethpage Road, Suite 100

City Bethpage State New York Zip 11803

Phone 516-777-8447 Fax 212-850-5213 Email Nancy.rao@heart.org

**Thank you for your support of the American Heart Association where our mission is building healthier lives, free of cardiovascular diseases and stroke.**

**Please fax this form to: 212-850-5213**

<b>For Internal Use Only</b>			
Contact Signature _____	Date: _____	Mgr. Signature _____	Date: _____