The American Heart Association
Proudly Presents the

2013
Go Red For Women Luncheon

Celebrating 10 Life-Saving Years in Philadelphia!

Friday, May 10, 2013
Hyatt at the Bellevue

2013 Sponsorship Opportunities
Celebrate with Us

The Philadelphia Go Red For Women luncheon will be celebrating our 10-year anniversary next year and we are planning some very special surprises. The luncheon will be attended by more than 700 individuals from Philadelphia’s corporate business, medical, pharmaceutical and social communities. This luncheon benefits the American Heart Association’s life-saving mission of building healthier lives, free of cardiovascular diseases and stroke. The afternoon’s festivities begin with a health expo which includes free health screenings, an amazing silent auction, as well as many other health-related activities, followed by an elegant luncheon and inspiring program.

Heart Disease & Stroke: The Statistics

FACT: Cardiovascular diseases (CVD) rank as America’s No. 1 killer. CVD claims the lives of over 36% of the more than 2.4 million people who die each year in the United States. Cancer kills nearly 23%. Nearly 2,200 Americans die of CVD each day—one person every 39 seconds.

FACT: An estimated 80 million people in the United States have some form of CVD. This includes diseases of the heart, stroke, high blood pressure, congestive heart failure, congenital cardiovascular defects, hardening of the arteries and other diseases of the circulatory system. The social and financial impacts are staggering.

Where the Money Goes

RESEARCH – The AHA has invested more than $3.3 billion in cardiovascular research since 1949. For every $1 raised in the Philadelphia area, $4 is invested in local research.

HEALTH INITIATIVES
Prevention • Emergency Care • Treatment

ADVOCACY – Speaking Out on Health Issues

Calendar of Events

Summer 2013  Donor Appreciation Reception
Fall 2012  Executive Breakfast
May, 2013  Go Red Preview Party
May, 2013  Go Red Luncheon

Leadership Opportunities

- Executive Leadership Team
- Corporate Leadership Team
- Passion Committee
Sponsorship Opportunities

$150,000 - $75,000 Sponsorship Opportunities
Customizable opportunities
Please contact Jennifer Davis, your American Heart Association staff partners for further information.

Signature
$75,000
- Recognition as the Signature Sponsor of the luncheon in all references, print and video materials
- Opportunity for 90-day activation rights to co-brand with Go Red for Women
- Premium Seating for 20 at the 2013 Go Red luncheon.
- Opportunity to speak from the podium day of event
- Opportunity to have 2 executives serve on Executive Leadership Team
- Two Full color premium message page in the 2013 Go Red Program Book
- Opportunity to have up to two (2) booths in expo/networking area
- Recognized as the Signature Sponsor at one additional select event which may include a buzz event, a VIP event, or a Thank You event.
- Invitation for your company to attend, receive recognition and a special speaking opportunity at the Go Red Preview Party.

Customized Sponsorships
Creating mutually beneficial partnerships is important for sustaining long lasting business relationships. Below are just a few of our Community Outreach Initiatives which are sponsorable opportunities. These are great opportunities for your organization to reach a very targeted audience through cause marketing and brand awareness all while making a difference in your community.

Latina Community Outreach:
Specialized informational and educational programs targeting the Latina community bringing much needed health information to those at a greater risk for developing heart disease and stroke through our "Go Red Por Tu Corazon" education.
- Opportunity to be the presenting partner of the Latina Luncheon in conjunction with the American Heart Association
- Opportunity to provide health screenings to the attendees
- Opportunity to have your companies signage and banners on site
- Opportunity to be co-branded with the American Heart Association on all collateral material leading up to the event
- Opportunity to send follow-up letter or information to attendees, co-branded with the American Heart Association
- Opportunity to provide a goodie bag/promotional item to all attendees

Silent No More Women’s Conference
An educational seminar focused on empowering women of underserved communities and minority populations take their health into their own hands. This annual event draws nearly 750 women from the community, at no cost to attendees, for an inspiring day, which includes educational breakout sessions, health screenings, and a heart healthy breakfast.
- Opportunity to have informational tables and representatives on hand to answer questions.
- Opportunity to present one of the educational breakout sessions in conjunction with one of your healthcare partners.
- Opportunity to provide free health screenings, in conjunction with one of your healthcare partners.
- Opportunity to speak from the podium day of event.
- Opportunity to be co-branded with the American Heart Association on all collateral material leading up to the event.
- Recognition in any press releases or media alerts prior to the event.

Power to End Stroke
The American Heart Association invites you to champion the issue of stroke, by joining the movement as a Power supporter on a local level. Power To End Stroke raises awareness and creates behavior change within high risk communities. It is truly one of the most important issues of our time and with the support and action of such an influential organization, we are confident that we will be able to positively influence the health and well-being of our neighbors.
- Power Sunday
- Power Fitness
- Power Finance
- Stroke Survivor Casting Call
**SPONSORSHIP OPPORTUNITIES—CONTINUED**

**Red Dress Dash Partner**
In recognition of **Wear Red Day**, the American Heart Association hosts a **Red Dress Dash**. This dash is an effort to create a buzz and raise awareness that cardiovascular disease is the #1 killer for all American's. *This event is also a kick off to February—Heart Month.*

- Opportunity to showcase company signage on the street the day of the Dash
- Opportunity to have a company team participate in the dash
- Recognition at the Dash as a Red Dress Partner
- Opportunity to host a Display/Promotional Table at the Red Dress Dash
- Opportunity to handout (1) promotional item to all the 250 runners at the event
- Seating for ten (10) guests at the Go Red For Women Luncheon on Friday, May 18th
- Receive one (1) Half Message Page in the day of event program book
- Recognized in collateral material and Audio Visual displays at the event

**Go Red Seating Partner Opportunities**

**Decade of Red Sponsor** $15,000
Celebrate our 10th Year...Sign on for $15,000 to make a significant difference...Receive 10 Special Benefits!

- Table for 10 guests marked with a Red Heart Balloon. Table guests to be recognized and stand as we thank your company
- Guests invited to VIP Event on May 10, 2013 prior to the luncheon to enjoy special refreshments and meet the keynote speaker, Tracey Conway
- Photo Display highlighting your company's commitment at the luncheon along with a photo of your chosen executive
- Host a display table in the Health Expo on May 10, 2013 prior to the luncheon
- AV Recognition at the Go Red Luncheon and in the Event Program Booklet
- Full-page color message page in Event Program Booklet
- Opportunity to include one Promotional item in Gift Bag for an estimated 800 guests
- Ten invitations to Red Dress Preview Party on May 2, 2013
- 10 CPR Anytime kits to be distributed internally or at your discretion
- National recognition in the American Heart Association’s Annual Report

**Ruby Red Partner** $10,000
- Seating for ten at the 2013 Go Red luncheon
- Full color message page in the 2013 Go Red Program Book
- Print and video recognition as a Go Red Seating Partner in Go Red event materials
- Host a display table at the Health Expo
- Place one promotional item in 800 goodie bags
- Ten invitations to Red Dress Preview Party

**Red Hot Heart Partner** $7,500
- Seating for ten at the 2013 Go Red luncheon
- Full color message page in the 2013 Go Red Program Book
- Seven invitations to Red Dress Preview Party
- Print and video recognition as a Go Red Seating Partner in Go Red event materials

**Friend of Heart Partner** $5,500
- Seating for ten at the 2013 Go Red luncheon
- Half color message page in the 2013 Go Red Program Book
- Five invitations to Red Dress Preview Party
- Print and video recognition as a Heart of Philadelphia Seating Partner in Go Red event materials

**Open Your Heart Match Opportunity**
Opportunity to match individual giving donations the night of the event. Company name will be listed as a Open Your Heart Donor in the program book and announced by the emcee the day of the event.
Please contact Jennifer Davis for further details.

**2013 Committee Opportunities:** Enjoy networking opportunities around Go Red and Circle of Red Society events.

**Executive Leadership Team**

**Corporate Leadership Team**

**AHA Staff Partner**

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