Celebrating 56 Lifesaving Years

The Philadelphia Heart Ball, attended by more than 700 individuals from Philadelphia’s corporate, medical, pharmaceutical and social communities, is the annual black-tie gala benefiting the American Heart Association’s life-saving mission of building healthier lives, free of cardiovascular diseases and stroke. The evening’s festivities begin with a reception that includes an amazing silent auction followed by an elegant dinner, inspiring program, a spectacular live auction and incredible entertainment.

Celebrate With Us

2013 Philadelphia Heart Ball
Saturday, February 9, 2013
Philadelphia Marriott Downtown

President’s Research Reception
November 15, 2012

Heart Ball Preview Party
December 2012

Staff Partners:

Tracey Soulges
Senior Heart Ball Director
215-575-5204
Tracey.soulges@heart.org

Laura Hollot
Heart Ball Director
215-575-5222
laura.hollot@heart.org
Heart Disease and Stroke Today

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%. All other causes account for about 41%. 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

The American Heart Association/American Stroke Association has an extraordinary impact on your life by empowering you and your loved ones to save lives, live healthier, and enjoy more peace of mind about cardiovascular health.

Countless Americans owe their lives to scientific breakthroughs from American Heart Association-funded research and professional guidelines, training, advocacy and programs. The American Heart Association’s funding of basic and clinical research produce significant results and discoveries. We are recognized as a worldwide leader in cardiovascular science.

Funds raised through the Heart Society are allocated based on the overall spending guidelines of the American Heart Association, with 20% spent on research, 40% on public health education, and 13% on educating healthcare professionals.

The American Heart Association 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.
Victoria L. Vetter, M.D., M.P.H., is an attending cardiologist at The Children’s Hospital of Philadelphia (CHOP) and Professor of Pediatrics at the Perelman School of Medicine at the University of Pennsylvania. She completed her fellowship in pediatric cardiology at CHOP and was appointed as a staff physician there in 1978. Dr. Vetter served as Director of Electrophysiology and as Chief of the Division of Pediatric Cardiology for more than 14 years, and is now Medical Director of the Youth Heart Watch (YHW) at CHOP, which attempts to prevent sudden cardiac death in children and adolescents through research, education, and advocacy. YHW, an affiliate of Project ADAM, screens youths for undiagnosed serious heart problems and works to make automated external defibrillators available to schools and provide resuscitation training.

In addition to her clinical work and interests, Dr. Vetter is active in teaching, research and advocacy. She was principal investigator of a pediatric heart disease study led by CHOP, and currently she is principal investigator of a heart screening study and co-investigator of a study on infants with congenital heart disease. Dr. Vetter has more than 100 publications on topics including electrophysiology, post-operative arrhythmias and sudden cardiac death in children, and she is a scientific reviewer for more than a dozen professional journals.

Brian P. Tierney is the CEO of Brian Communications, a full service public relations agency, and Realtime Media, an innovative digital marketing firm.

Prior to his leadership of Brian Communications and Realtime Media, Mr. Tierney was Publisher of the Philadelphia Inquirer and Chief Executive Officer of the Philadelphia Daily News, which was awarded the 2010 Pulitzer Prize for Investigative Journalism. Philly.com, the online home of the Inquirer and Daily News, was ranked by Nielsen as the “fastest growing news site in the world” from March 2009-2010.

Mr. Tierney has also built several successful advertising/public relations/digital agencies during his career, most notably Tierney Communications, and is a nationally recognized expert in marketing, communications, crisis management, the media and entrepreneurship.

Mr. Tierney is recognized for his civic engagement and support for Philadelphia’s non-profit and business community, including the March of Dimes, the National Adoption Center, City Year, Big Brothers/Big Sisters, Boy Scouts and Time for Teens. In addition, Mr. Tierney serves on the boards of NutriSystem, Republic First Bank, Widener University and several other private companies and non-profit organizations.

Mr. Tierney received his bachelor’s degree from the University of Pennsylvania, a Juris Doctor from Widener University School of Law and a Doctor of Humane letters from Cabrini College. He and his wife, Maud, have two sons.
"Building Healthier Lives, Free of Cardiovascular Diseases and Stroke."

SPONSORSHIP LEVELS
## Sponsorship Benefits At A Glance

<table>
<thead>
<tr>
<th>Sponsorship Levels</th>
<th>Heart Ball Premium Seating</th>
<th>Heart Ball Program Book</th>
<th>Heart Ball/Heart Society Print &amp; Video Recognition</th>
<th>Heart Ball Website Recognition</th>
<th>Heart Ball Preview Party (date to be determined)</th>
<th>President's Research Reception (11/15/12)</th>
<th>My Life Check Program tools for your employees</th>
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<tbody>
<tr>
<td><strong>Signature - $65,000</strong></td>
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<td>Company Logo</td>
<td>Company Invitation, recognition and speaking opportunity</td>
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<td><strong>Platinum - $45,000</strong></td>
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<td><strong>Platinum Sponsor Highlights:</strong></td>
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<td><strong>Gold - $30,000</strong></td>
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<td>Company Invitation, recognition and speaking opportunity</td>
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<td><strong>Bronze - $20,000</strong></td>
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<td>Company Logo</td>
<td>Invitation for up to five company representatives</td>
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<td><strong>Red - $15,000</strong></td>
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<td>Company Logo</td>
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<td>Invitation for up to five company representatives</td>
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<td><strong>Red Sponsor Highlights:</strong></td>
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### Signature Sponsor Highlights:
- Opportunity to serve as the exclusive presenting sponsor of the Heart Ball dinner portion of the program, which includes exclusive signage and recognition. A menu card at each guest’s seat at Heart Ball will say “Dinner presented by our Signature Sponsor”. Also, enjoy two complimentary hotel rooms at the Philadelphia Marriott Downtown.

### Platinum Sponsor Highlights:
- Opportunity to serve as the exclusive Presenting Sponsor of the Heart Ball Dessert and Dancing segment (9pm – 12am), the Cocktail Reception (6pm - 7:30pm), or the Program Tribute Video. All of these options will include exclusive signage and recognition.

### Gold Sponsor Highlights:
- Opportunity to present a Heart Society Health and Wellness event, with options including: Lunch and Learn, Power Sundays, and Senior Wellness Seminars, or sponsor a select area of the Heart Ball, such as valet or floral arrangements. Each of these options will include exclusive signage and recognition.

### Silver Sponsor Highlights:
- Opportunity to host the Heart Ball Preview Party or a select area of the Heart Ball such as the VIP Red Lounge, Red Carpet Photo Opportunity or the Goody Bag. Each of these options will include exclusive signage and recognition.

### Bronze Sponsor Highlights:
- $5,000 will be allocated to the Open Your Heart Special Appeal and your company will receive special recognition at the Heart Ball.
<table>
<thead>
<tr>
<th>Amount</th>
<th>Seating for</th>
<th>Program Book</th>
<th>Recognition in Heart Ball Event Material</th>
<th>Website Listing</th>
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<tbody>
<tr>
<td>$10,000</td>
<td>six at the 2013 Heart Ball</td>
<td>Full color message page in the 2013 Heart Ball Program Book</td>
<td>Print and video recognition as a Heart of Philadelphia Seating Partner</td>
<td>Listing on the American Heart Association Philadelphia Heart Ball website</td>
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<td>$7,500</td>
<td>four at the 2013 Heart Ball</td>
<td>Full color message page in the 2013 Heart Ball Program Book</td>
<td>Print and video recognition as a Heart of Philadelphia Seating Partner</td>
<td>Listing on the American Heart Association Philadelphia Heart Ball website</td>
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<tr>
<td>$5,000</td>
<td>two at the 2013 Heart Ball</td>
<td>Full color message page in the 2013 Heart Ball Program Book</td>
<td>Print and video recognition as a Heart of Philadelphia Seating Partner</td>
<td>Listing on the American Heart Association Philadelphia Heart Ball website</td>
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On February 9, 2013, the American Heart Association will be hosting its annual Heart Ball black-tie fundraiser. More than 700 guests attend including local philanthropists, business and community leaders, physicians and researchers who help raise over $1 million to support the American Heart Association’s mission of funding research and education of cardiovascular disease and stroke. Your sponsorship package includes premium seating at the 2013 Heart Ball.

The Heart Ball program book highlights our mission, honorees, leadership committees and the history of the American Heart Association’s Heart Ball, as well as thanking all contributors to our annual campaign. Your sponsorship package includes a full color message page in the 2013 Heart Ball program book.

Your company brand and recognition as a Signature, Platinum, Gold, Silver, Bronze or Red sponsor will be prominently displayed in all Heart Ball and Heart Society print and video materials.
Web Recognition

Your company’s logo will be featured on the American Heart Association’s Philadelphia Heart Ball website. [www.heart.org/PhiladelphiaPAHeartBall](http://www.heart.org/PhiladelphiaPAHeartBall)

Heart Ball Preview Party

The Heart Ball Executive Preview Event is an exclusive opportunity to network with leadership partners and celebrate with the Heart of Philadelphia and Cooper Award honorees in a select and intimate setting. As a Signature or Platinum sponsor your company is invited to attend, receive recognition and a special speaking opportunity during this event. (December date to be determined).

President’s Research Reception

The President’s Research Reception is a special opportunity to meet other Heart Ball sponsors and learn about the lifesaving research funded by the American Heart Association. As a Signature, Platinum, Gold or Silver sponsor your company is invited to this exclusive networking event. (November 15, 2012).

My Life Check

Your sponsorship includes a special opportunity for your employees to utilize The American Heart Association’s My Life Check Program, offering special health assessments and tools to combat unhealthy habits that will ultimately increase productivity and lead to longer, healthier, and happier lives.

Open Your Heart Match

Opportunity to match individual giving donations the night of the event. Your company name will be listed as a Open Your Heart Donor in the program book and announced by the auctioneer the night of the event. Please contact Tracey Soulges or Laura Hollot for further details.
Tracey Soulges
Senior Heart Ball Director
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