

# STEM

SCIENCE . TECHNOLOGY . ENGINEERING . MATHEMATICS

*goes red*



American Heart Association.  
Life is why™

★ macy's



Go Red for Women is a proud sponsor of

♥ CVSHealth

Greater Philadelphia  
Go Red Champion



Lankenau Heart Institute  
Main Line Health®

**NOVEMBER 13, 2018**

**THE SCHOOL DISTRICT OF PHILADELPHIA, 440 N BROAD STREET**

Go Red For Women empowers people, communities, and organizations to build a sustainable culture of health.

As a science based organization, we strive to see more women represented in research and receiving grants as researchers.

We know to move medical breakthroughs forward, we need more women at the table, making great contributions in the field of science, technology, engineering and mathematics.

Join us for a day-long event to inspire girls to explore STEM outside the classroom and embrace being heart healthy!



## **ABOUT GO RED FOR WOMEN**

Go Red For Women is a year-round movement that harnesses the energy, passion, and power women have to band together to collectively wipe out heart disease. The Go Red Movement culminates with a celebratory Luncheon in May, bringing together 850 influential women and men from the Greater Philadelphia community.

## **ABOUT STEM GOES RED**

By 2018, eight million science, technology, engineering and math (STEM) jobs will be available in the United States, but most American students will be unprepared to fill these careers. Moreover, only 3 out of 100 female undergraduate students continue to work in STEM fields after graduating.

The American Heart Association and American Stroke Association is science-based organization and is the largest cardiovascular disease and stroke research funder after the federal government. We are conveners between academic institutions, industry, and healthcare systems, and we are committed to moving these fields forward.

## **THE STEM GOES RED EXPERIENCE**

We are building a brighter future, stopping heart disease before it starts, and paving the way to healthier communities. Innovation and big thinking takes young, emerging students committed to making change happen.

Join us for an inspiring, day-long event to empower an extraordinary group of local young women to explore STEM outside the classroom. They will gain first-hand experience, connect with inspiring leaders, and will walk away knowing they can make an impact through a career in STEM.

## **STEM GOES RED PRESENTING SPONSORSHIP - \$75,000**

Our Presenting Sponsor is the engine of change for STEM Goes Red, for our fight to empower young women to shape a healthier future and to save millions of women from heart disease and stroke.

- Opportunity to showcase your company's support and excitement for STEM education and wellness for young women. Opportunities can include:
- Lead a fun, interactive breakout session.
- Unique activation co-created around company objectives.
- Opportunity for company leaders to participate in speed networking portion of the day.
- Logo recognition on invitation, promotional materials and day of signage for 2018 STEM Goes Red and Go Red For Women Luncheon.
- Logo inclusion on commemorative takeaway for STEM Goes Red attendees.
- One table at the Go Red For Women Luncheon Expo.
- One VIP table at the upcoming Go Red For Women Luncheon.
- National recognition in Annual Report.

## **STEM GOES RED CATALYST SPONSOR – \$25,000**

- Opportunity to showcase your company's support and excitement for STEM education and wellness for young women. Opportunities can include:
- Lead a fun, interactive breakout session.
- Unique activation co-created around company objectives.
- Opportunity for company leaders to participate in speed networking portion of the day.
- Logo recognition on invitation, promotional materials and day of signage for 2018 STEM Goes Red and Go Red For Women Luncheon.
- Logo inclusion on commemorative takeaway for STEM Goes Red attendees.
- Cause marketing opportunity with AHA GRFW logo (during 30 period surrounding STEM Goes Red event)
- One table at the Go Red For Women Luncheon Expo.
- One table at the upcoming Go Red For Women Luncheon.
- National recognition in Annual Report.

## **STEM GOES RED PIONEER SPONSOR- \$10,000**

- Opportunity for company leaders to participate in speed networking portion of the day.
- Name recognition on invitation, promotional materials and day of signage for 2018 STEM Goes Red and Go Red For Women Luncheon.
- Partial-table (5 seats) at the upcoming Go Red For Women Luncheon.
- National recognition in Annual Report.

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**For additional sponsorship opportunities or to pledge your support, contact Go Red For Women at:**

**deena.thornton@heart.org - (215) 575-5229**  
**American Heart Association | American Stroke Association**  
**1617 JFK Blvd – Suite 700**  
**Philadelphia, PA 19103**



Go Red For Women is nationally sponsored by

