



# Cleveland Heart Society

## Corporate Sponsorship Opportunities 2011-2012



**Mission:** Building Healthier Lives Free of Cardiovascular Diseases and Stroke  
#1 and #4 killers of adults across all demographics and economic backgrounds  
#2 cause of death among children

Our Strategic Driving Force:

The AHA provides knowledge-based solutions for people of all ages, relative to their risk, through **research, prevention and treatment**. We strive to serve as a global cardiovascular and stroke health needs partner of choice for researchers, systems, providers and consumers.

**2020 Impact Goal:** By 2020, to improve the cardiovascular health of all Americans by 20 percent while reducing deaths from cardiovascular diseases and stroke by 20 percent. Significant challenges remain related to major risk factors: obesity and diabetes. If this trend continues, death rates could begin to rise in the years ahead.

**Grassroots Reach:** America's largest voluntary organization fighting heart disease, stroke and other cardiovascular diseases comprised of 22.5 million supporters, volunteers and staff representing 2,200 divisions across the nation.

**Priorities:** **Preventing heart disease and stroke is our first priority.** To further this goal, the American Heart Association and its division, the American Stroke Association, invest millions of dollars in research, funding public and professional education and community programs.

**In Cleveland, we have funded more than \$18 Million in on-going heart and stroke research since 2003.** Research we have funded over the years has contributed to important developments including CPR, bypass surgery and surgical techniques to repair heart defects.

**We sponsor professional development seminars throughout the year.** Top medical researchers, scientists and physicians present papers on the latest developments in cardiovascular medicine, so doctors and their patients can benefit from recent discoveries.

**We implement public education programs on how to reduce the risk of heart disease and stroke.** Our educational messages promoting good heart health reach homes, schools, businesses and healthcare organizations. We reach millions of Americans with brochures, booklets, and public service announcements.

## The Cleveland Heart Society

### Help • Heal • Hope

#### Overview

The Cleveland Heart Society provides a year-long focus that showcases the work and the mission related activities of the American Heart Association in the Greater Cleveland community including the advancements made through research, patient care and educational programs that improve the health and lives of children and people of all ages.

The Cleveland Heart Society offers sponsors and donors the opportunity to engage in community-based activities that focus in three areas:

**Hopeful** – focused on children and the future

**Healing** – medical/research advances

**Helping** – focused on overall philanthropy and lifestyle/behavior change for adults

#### 2011-2012 Sponsored Events

##### Hopeful Heart Society

The Healthy Family Training Camp – December 2011, Lake Erie Monsters,, Quicken Loans Arena & March 2012, Cleveland Browns, Berea Training Facility

Families from the Greater Cleveland community enjoy a fun-filled interactive event focusing on healthy life-style changes. Each activity is specially created to ensure that today's generation of youth is armed with the information to make the right choices when it comes to their health and nutrition. With nearly 12 million young people between the ages of 2 and 19 classified as overweight, the Healthy Family Training Camp is the embodiment of the AHA's mission. The evening delivers a call to action that inspires active, year-round participation in physical activity and healthy nutrition for families.

##### Healing Heart Society

Research Reception – Tuesday, October 18, 2011, The MetroHealth Medical Center

The research event will showcase how American Heart Association funds help local investigators to conduct studies to prevent and treat heart disease and stroke enabling people to live longer and healthier lives. Reception guests learn how their dollars help to make a positive impact in our community through these life-saving research projects. Currently there are 49 projects being funded in Cleveland totaling \$6.5 million. This event also honors and recognizes Cleveland-based researchers chosen for presentations at Scientific Sessions.

##### Cleveland Heart Society Signature Event

The Heart & Stroke Ball – Saturday, April 28, 2012, The Intercontinental Hotel & Conference Center

The American Heart Association's Cleveland Heart & Stroke Ball is an elegant evening serving the dual purpose of both recognizing and honoring the AHA mission and achievements through the year, as well as to raise additional monies to continue to fund that critical mission. The Cleveland Heart Society campaign raises awareness about the risks of heart disease and stroke and provides funds for research using campaign dollars raised through corporate sponsorships, individual gifts (Open Your Heart), live, super silent, and game booth bracelet purchases.

## Corporate Donor Opportunities

- One table of ten (10) at the Heart & Stroke Ball on April 28, 2012
- Logo and name recognition on mission event and Heart & Stroke Ball Collateral
- Full page recognition in Heart & Stroke Ball Program Book
- Opportunity to provide a gift for all Heart & Stroke Ball attendees with logo
- Four (4) invitations to the Research Reception and Healthy Family Training Camp
- Ten (10) invitations to VIP society events
- Membership in the Heart and Stroke Champions program, the American Heart Association's national registry of individuals and corporations donating \$10,000 or more.

### Heart of Gold Sponsor

\$25,000

At this level, the following cultivation opportunities may be available with your sponsorship:

- CPR Anytime
- Heart & Stroke Ball Thank You Party
- Hopeful Hearts Quilt or Poster Contest
- Research Reception

- One table of ten (10) at the Heart & Stroke Ball on April 28, 2012
- Logo recognition on mission event and Heart & Stroke Ball Collateral
- Half page recognition in Heart & Stroke Ball Program Book
- Four (4) invitations to the Research Reception and Healthy Family Training Camp
- Four (4) invitations to VIP society events
- Membership in the Heart and Stroke Champions program, the American Heart Association's national registry of individuals and corporations donating \$10,000 or more.

### Heart of Ruby Sponsor

\$15,000

At this level, the following cultivation opportunities may be available with your sponsorship:

- Wine Tasting Event
- Hopeful Heart Quilt or Poster Contest
- Heart & Stroke Ball Valet Sponsor
- Healthy Family Training Camp Booth Sponsor

## Corporate Donor Opportunities

### Heart of Diamond Sponsor \$10,000

- One table of ten (10) at the Heart & Stroke Ball on April 28, 2012
- Name recognition and listing in the program book and signage
- Half page recognition in Heart & Stroke Ball Program Book
- Four (4) invitations to the Research Reception and Healthy Family Training Camp
- Two (2) invitations to additional VIP society events
- Membership in the Heart and Stroke Champions program, the American Heart Association's national registry of individuals and corporations donating \$10,000 or more.

### Heart of Silver Sponsor \$7,500

- One table of ten (10) at the Heart & Stroke Ball on April 28, 2012
- Name recognition and listing in the program book and signage
- Quarter page recognition in Heart & Stroke Ball Program Book
- Two (2) invitations to the Research Reception and Healthy Family Training Camp

For more information about specific Cleveland Heart Society sponsorship opportunities contact **Lynette Trentini**, Senior Director at 216-619-5158 or [lynette.trentini@heart.org](mailto:lynette.trentini@heart.org) or **Michelle Ranly**, Event Coordinator at 216-619-5143 or [michelle.a.ranly@heart.org](mailto:michelle.a.ranly@heart.org).