**Signature Partner**

**$65,000 Opportunity**

**COMPANY LOGO USAGE**

* Prominently featured partner of the Go Red for Women Luncheon and Conference on all printed materials and publicity from the time of signing, including:

|  |  |
| --- | --- |
| * Invitations
 | * Save the Date Cards
 |
| * Luncheon Journal
 | * Media Announcements
 |
| * Event Signage
 | * Video Screen Recognition
 |
| * Menu Cards all tables
 |  |

* Logo on Go Red for Women Luncheon and Conference event website prominently displayed

**MARKETING BENEFITS**

* Prominently featured as Signature Partner in printed materials should they come available
* CEO will receive one full-page welcome address in luncheon journal
* CEO or high ranking officer given opportunity to address luncheon guests from stage
* Full-page recognition in luncheon journal with presenting placement preference or back cover placement
* Opportunity to provide all guests with an appreciation gift with your company logo (approx. 500 guests)
* Opportunity to use sponsorship statement in internal and external marketing/advertising 60 days prior and 30 days post event such as, “Company is a proud sponsor of Go Red for Women.”
* Prominently featured as Signature Partner in printed sponsor thank you ad in Pittsburgh Magazine in May 2013

**MISSION OPPORTUNITIES**

* 12 Invitations to a behind the scenes research tour to learn how your dollars fund local research
* Receive 2 Lunch and Learn speaking engagements at your company on the health topic of your choice relating to cardiovascular disease or stroke
* Receive the AHA’s workplace wellness program, the opportunity to become a Fit Friendly Company and engage in employee philanthropy
* Membership in the Heart and Stroke Champions Program, AHA’s national registry of individuals and corporate donors

**HOSPITALITY BENEFITS**

* 3 premiere tables of 10
* Dedicated table server for each table
* Complimentary valet parking for all guests
* All guests receive special Commemorative 10th Anniversary Gift at luncheon
* 10 tickets to the GRFW Fashion Show on November 14, 2012
* 6 tickets to the Pittsburgh Heart Ball on February 23, 2013

**ACTIVATION OPPORTUNTIES**

In addition to opportunities listed above, the Signature Partner will have recognition opportunities through the annual Go Red for Women Fashion Show held in November 2012

* Recognition will include company logo on invitation, signage, video presentation and media announcement

**Diamond Partner**

**$50,000 Opportunity**

**COMPANY LOGO USAGE**

* Prominently featured partner of the Go Red for Women Luncheon and Conference on all printed materials and publicity from the time of signing, including:

|  |  |
| --- | --- |
| * Invitations
 | * Save the Date Cards
 |
| * Event Journal
 | * Media Announcements
 |
| * Event Signage
 | * Video Screen Recognition
 |

* Logo on the Go Red for Women Luncheon and Conference event website

**MARKETING BENEFITS**

* Featured as Diamond Partner in printed materials should they come available
* Full-page recognition in event journal with Diamond placement
* Opportunity to provide all guests with an appreciation gift with your company logo (approx. 500 guests)
* Opportunity to use sponsorship statement in internal and external marketing/advertising 30 days prior and 30 days post event such as, “Company is a proud sponsor of the Go Red for Women Luncheon and Conference.”
* Prominently featured as Diamond Partner in printed sponsor thank you ad in Pittsburgh Magazine in May 2013

**MISSION OPPORTUNITIES**

* 10 Invitations to behind the scenes research tour to learn how your dollars fund local research
* Receive a Lunch and Learn speaking engagement at your company on the health topic of your choice relating to cardiovascular disease or stroke
* Receive the AHA’s workplace wellness program, the opportunity to become a Fit Friendly Company and engage in employee philanthropy
* Membership in the Heart and Stroke Champions program, AHA’s national registry of individuals and corporate donors

**HOSPITALITY BENEFITS**

* 2 premiere tables of 10
* Dedicated server for each table
* Complimentary valet parking for all guests
* All guests receive special Commemorative 10th Anniversary Gift at luncheon
* 8 tickets to the GRFW Fashion Show on November 14, 2012
* 4 tickets to the Pittsburgh Heart Ball on February 23, 2013

**ACTIVATION OPPORTUNTIES**

*Your Company may choose one from the following:*

**Educational Breakout and Health Fair**

* Host a 45 minute breakout session on a specific topic at luncheon
* Company logo present at health fair at luncheon

**Survivor Gallery**

* Raise awareness through a unique traveling photo exhibit that features local, female heart disease survivors and compelling stories
* Company logo included with traveling display, display travels to a minimum of 6 locations within Pittsburgh area during a 6 week period

**Platinum Partner**

**$25,000 Opportunity**

**COMPANY LOGO USAGE**

* Prominently featured Sponsor for the Go Red for Women Luncheon and Conference on all printed materials and publicity from the time of signing, including:

|  |  |
| --- | --- |
| * Invitations
 | * Save the Date Cards
 |
| * Event Journal
 | * Video Screen Recognition
 |
| * Event Signage
 |  |

* Logo on Go Red for Women Luncheon and Conference event website

**MARKETING BENEFITS**

* Featured as Platinum Partner in printed materials should they come available
* Full-page recognition in event journal with Platinum placement
* Opportunity to use sponsorship statement in internal and external marketing/advertising 30 days prior and 30 days post event such as, “Company is a proud sponsor of the Pittsburgh’s Go Red for Women Luncheon and Conference.”
* Featured as Platinum Partner in printed sponsor thank you ad in Pittsburgh Magazine in May 2013

**MISSION OPPORTUNITIES**

* 8 Invitations to a behind the scenes research tour to learn how your dollars fund local research
* Receive one Lunch and Learn speaking engagement at your company on the health topic of your choice relating to cardiovascular disease or stroke
* Receive the AHA’s workplace wellness program, the opportunity to become a Fit Friendly Company and engage in employee philanthropy
* Membership in the Heart and Stroke Champions program, AHA’s national registry of individuals and corporate donors

**HOSPITALITY BENEFITS**

* 2 tables of 10
* Complimentary valet parking for all guests
* All guests receive special Commemorative 10th Anniversary Gift at luncheon
* 6 tickets to the GRFW Fashion Show on November 14, 2012

**ACTIVATION OPPORTUNTIES**

*Your Company may choose one from the following:*

**CPR Anytime Partner**

* Distribute up to 50 CPR Anytime self-training kits to a targeted audience of community members including your own company. Kits can be branded with your logo and include follow-up messaging to achieve strategic business goals.

**Picture and A Promise Partner**

* Host walk-up digital photo-booth at luncheon and other relevant, year-round events to visually capture women making a commitment to a healthier lifestyle. Guests fill out a commitment and the letter is mailed to them 60 days after the event.

**Gold Partner**

**$15,000 Opportunity**

**COMPANY LOGO USAGE**

* Prominently featured Sponsor for the Go Red for Women Luncheon and Conference on all printed materials and publicity from the time of signing, including:

|  |  |
| --- | --- |
| * Invitations
 | * Event Signage
 |
| * Event Journal
 | * Video Screen Recognition
 |

**MARKETING OPPORTUNITIES**

* Full-page recognition in event journal with Gold placement
* Opportunity to use sponsorship statement in internal and external marketing/advertising 30 days prior such as, “Company is a proud sponsor of the Pittsburgh’s Go Red for Women Luncheon and Conference.”

**MISSION OPPORTUNITIES**

* 4 Invitations to a behind the scenes research tour to learn how your dollars fund local research
* Receive the AHA’s workplace wellness program, the opportunity to become a Fit Friendly Company and engage in employee philanthropy
* Receive one Lunch and Learn speaking engagement at your company on the health topic of your choice relating to cardiovascular disease or stroke
* Membership in the Heart and Stroke Champions program, AHA’s national registry of individuals and corporate donors
* Featured as Gold Partner in printed sponsor thank you ad in Pittsburgh Magazine in May 2013

**HOSPITALITY BENEFITS**

* 1 table of 10
* All guests receive special Commemorative 10th Anniversary Gift at luncheon
* 4 tickets to the GRFW Fashion Show on November 14, 2012

**ACTIVATION OPPORTUNTIES**

*Your Company may choose one from the following:*

**Open Your Heart**

* + A unique opportunity to sponsor the Open Your Heart appeal at the luncheon and conference with an opportunity to send thank you letters on your company’s letterhead to all donors after the luncheon and conference.

**Make It Your Mission Rally**

* + Company recognition and ability to participate at the annual rally designed to raise awareness of heart disease in women hosted in high traffic downtown location

**Silver Partner**

**$10,000 Opportunity**

**COMPANY LOGO USAGE**

* Featured Sponsor for the Go Red for Women Luncheon and Conference on all printed materials and publicity from the time of signing, including:

|  |  |
| --- | --- |
| * Event Signage
 | * Video Screen Recognition
 |
| * Event Journal
 |  |

**MARKETING OPPORTUNITIES**

* Full-page recognition in event journal with Silver placement

**MISSION OPPORTUNITIES**

* 2 invitations to a behind the scenes research tour to learn how your dollars fund local research
* Receive the AHA’s workplace wellness program, the opportunity to become a Fit Friendly Company and engage in employee philanthropy
* Membership in the Heart and Stroke Champions program, AHA’s national registry of individuals and corporate donors
* Featured as Silver Partner in printed sponsor thank you ad in Pittsburgh Magazine in May 2013

**HOSPITALITY BENEFITS**

* 1 table of ten
* All guests receive special Commemorative 10th Anniversary Gift at luncheon
* 2 tickets to the GRFW Fashion Show on November 14, 2012

**Bronze Partner**

**$5,000 Opportunity**

**MARKETING OPPORTUNITIES**

* Name recognition in luncheon program book
* Name recognition on video screen presentation throughout luncheon
* Half page recognition in luncheon journal

**MISSION OPPORTUNITIES**

* Receive the AHA’s workplace wellness program, the opportunity to become a Fit Friendly Company and engage in employee philanthropy

**HOSPITALITY BENEFITS**

* 1 table of ten

**Ruby Partner**

**$3,000 Opportunity**

**MARKETING OPPORTUNITIES**

* Name recognition in luncheon program book

**MISSION OPPORTUNITIES**

* Receive the AHA’s workplace wellness program, the opportunity to become a Fit Friendly Company and engage in employee philanthropy

**HOSPITALITY BENEFITS**

* 1 table of ten

**PATRON PARTNERSHIP OPPORTUNITIES**

**$5,000 PATRON PARTNER** ($4,640 of this donation goes to Open Your Heart and is tax deductible)

* 6 Tickets to the Luncheon and Conference
* Half page recognition in event journal
* Your name will appear on the video screens during the Open Your Heart Appeal
* Your donation supports the educational programs that the American Heart Association provides and the lifesaving research it funds to reduce the effects of heart disease in women

**$2,500 PATRON PARTNER** ($2,380 of this donation goes to Open Your Heart and is tax deductible)

* 2 Tickets to the Luncheon and Conference
* Your name will appear on the video screens during the Open Your Heart Appeal
* Your donation supports the educational programs that the American Heart Association provides and the lifesaving research it funds to reduce the effects of heart disease in women

**Sponsorship Acknowledgement Specifications**

Most 2013 GRFW Luncheon and Conference sponsorships include recognition in our program book, but recognition may also be purchased. Each Luncheon and Conference guest (approximately 500) will receive a program, as well as several other donors and sponsors. Recognition in the program book is a valuable opportunity with high visibility. You will reach the most influential leaders in the community and promote your organization’s support of the American Heart Association. ***Please carefully review the Sponsorship Acknowledgement Guidelines to ensure that your acknowledgement can be included in the program book.***

**Print Deadline:** - April 26, 2013

Email to: wendy.mccabe@heart.org

**Format:** All message pages will appear in black & white. Please send as a print optimized high-resolution PDF file (cmyk or black & white are preferable).

 **Full-Page Size Half-Page Size**

 4.5” x 7.5” 4.5” x 3.5”

**Please note:** Due to printing deadlines, we cannot guarantee your recognition will be included in the luncheon journal if your commitment and page does not reach us by **April 26, 2013**.

 If you would like to purchase recognition, please fill out the form below and send with your payment:

🞏 Full-Page $1,000 🞏 Half-Page $750

Company Name:

Address:

City State Zip

Contact Person Phone

Email:

Payment Form Check Credit Card (American Express, Visa, Mastercard accepted )

Name on Card

Card Number Expiration Date

Please include your check made payable to “American Heart Association” and mail to:

**American Heart Association**

Four Gateway Center, 444 Liberty Ave, Suite 1300, Pittsburgh, PA 15222

Ph: 412-208-3605 - Fax: 412-280-3601