

Partnership/Marketing Agreement

Please Fax Signed Form to (804) 965-6422, Attn: Mandy Powers

Company Name: _____

Partnership Level: _____

Contribution Amount: _____

In-Kind Goods/Services or Publicity/Media: _____

Event: **2012 Charlottesville Heart Ball**

Location of Event: **Farmington Country Club**

Date of Event: **Saturday, March 3rd, 2012**

Contribution will be fully received by: _____

Term of Agreement: Start ____ End: ____ (not to exceed ____ days)

Contribution Payment/Due Date: *Invoice to be paid according to the date(s) specified below. If multiple payments, list each payment date and amount separately. Must be at least 30 days prior to event.*

Due Date	Amount Due on Due Date
1. _____	_____
2. _____	_____
3. _____	_____
4. _____	_____

Send check to: American Heart Association
ATTN: Mid-Atlantic Affiliate Finance
4217 Park Place Court
Glen Allen, VA 23060

Partner Contact Information

Name: _____

Title: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: (_____) _____ Fax: (_____) _____

Email Address: _____

Partner Billing Information

Name: _____

Title: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: (_____) _____ Fax: (_____) _____

Email Address: _____

My signature indicates authorization to make this commitment on behalf of my company.

Signature: _____ Date: _____

Thank you for your support of the American Heart Association.

Purpose: The purpose of this Partnership is to benefit the American Heart Association (“AHA”) and advance its not-for-profit mission of building healthier lives, free from cardiovascular diseases and stroke. Partner would like to assist the AHA to carry out its mission and agrees to provide the support outlined above. Partner understands that as a not-for-profit charitable organization AHA cannot promote or endorse Partner’s products or services.

- Partner agrees that as a not-for-profit charitable organization, the AHA will be required to disclose its sources of funding, including Partner’s funding or other resources provided under this Agreement.
- No rights to use AHA servicemarks are granted in this Agreement.

FOR AHA USE ONLY: AHA Staff Signature: _____ AHA VP Signature: _____

Please send this completed form, along with a completed transmittal sheet and all required supporting documents, to your local finance contact.

- In appreciation of Partner’s support, AHA will recognize Partner’s donation in the appropriate AHA Cause or Event materials. Partner grants permission to AHA to display Partner’s name and trademark for the Term of this Agreement, with Partner’s prior review and approval. (See details of partner-recognition and benefits on the attached form.
- Partner and AHA agree that each is responsible for its own business activities and for its action or inaction relating to the specific Cause or Event activities under this Agreement. Partner will be responsible for securing any necessary release forms from participants in any Partner activity held at AHA’s Cause or Event activity.

Artwork/Logo Guidelines

At the time your corporation is invoiced for the partnership opportunity you have selected, the American Heart Association will include a request for artwork information/guidelines sheet. Please supply this information to your marketing/advertising department. The information provided on this request will assist them in submitting artwork/logos to our designer properly.

Recognition Artwork

For all recognition pages, we would prefer “press quality” PDF file for best reproductions; if this is not available, then a 300 dpi at full size .tif or .jpg will be acceptable. Please create your corporate program piece as full-color unless noted otherwise. Please convert all spot colors to cmyk.

RECOGNITIONS SIZES:

Full page = 6" wide x 8" high

Half page = 6" wide x 3.875" high

Quarter page = 2.875" wide x 3.875" high

Logos

All logos **must** be in an .eps vector format. A full-color, as well as a black and white version would be ideal for various applications. All artwork/logos will be forwarded to our graphic designer.

To allow our designer and printer ample time to ensure your Partnership is represented as promised, **please submit all requested artwork/logos no later than February 10, 2012**. Your cooperation with this deadline will guarantee your artwork/logos to be properly placed on all materials associated with your Partnership level.

Questions: Please call **Dana Eagle** with the American Heart Association at **(804) 965-6567**.

Seating Request

Please respond by **February 17, 2012**, to ensure proper seating.

1. Please list the names of guests for your partnership opportunity level.
2. Please include full names of each guest attendee. If married, indicate as Mr. and Mrs. If individual, list singly.
3. Indicate number of vegetarian dinners requested.
4. Mail or fax by February 17, 2012, as indicated below.

MAIL TO: 2012 Charlottesville Heart Ball
American Heart Association
4217 Park Place Court
Glen Allen, Virginia 23060

OR FAX: (804) 965-6421
Attention: 2012 Charlottesville Heart Ball

QUESTIONS: (804) 965-6567, Dana Eagle

GUESTS REPRESENTING CORPORATION (Tables seat 10 guests)

Table 1

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Table 2 (If Applicable)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

_____ Number of vegetarian dinners requested

Societies Partnership Opportunities

HELP [\$25,000] *The* **HELPING HEART SOCIETY** *delights and entertains the influential corporations and philanthropists of the community, offering enticing opportunities to network...all while helping to build healthier lives free from cardiovascular diseases and stroke.*

After Party [\$10,000] — Opportunity to keep the momentum going after the Charlottesville Heart Ball via an after party either immediately following the event or in the following weeks; tie in the importance of a healthy lifestyle via dance/activity, healthy midnight brunch, etc.

ADDITIONAL BENEFITS: See *Advocate of Heart* night-of-event benefits

HeArt of The Matter [\$10,000] — Select local artists create their vision of what “heart” means to them; artwork will be auctioned off to benefit the AHA and may also be on display at local galleries or businesses.

ADDITIONAL BENEFITS: See *Advocate of Heart* night-of-event benefits

“Dining Well” House Party [\$5,000] — Opportunity to socialize and have fun at an influential’s residence while also learning about healthy lifestyles/ nutrition; may include healthy dinner party with recipe sharing or home and garden tour with nutritionist Q&A session to follow.

ADDITIONAL BENEFITS: See *Friend of Heart* night-of-event benefits

HEAL [\$25,000] *The* **HEALING HEART SOCIETY** *celebrates local researchers, scientists, and physicians for their work in saving, shaping, and improving the lives of our loved ones.*

Research Day [\$10,000] — Opportunity to invite students to the AHA’s groundbreaking research/clinical trials; event offers interested students (college level and up) an opportunity to interact with top researchers and learn tips on writing good research papers, choosing a specific funding area, and how to get AHA funding for research projects.

ADDITIONAL BENEFITS: See *Advocate of Heart* night-of-event benefits

Wellness Visit [\$5,000] — Opportunity to have health professions, e.g. trainers, doctors, nutritionists, visit local businesses to provide tips and tools centered on wellness.

ADDITIONAL BENEFITS: See *Friend of Heart* night-of-event benefits

Day with The Doctor [\$5,000] — Gatherings that occur a few times a year to engage select members in practical applications of science and introduce them to local stroke experts, e.g., hospital tour of neuroscience wing, dinner with a neurologist, stroke-related surgery viewing.

ADDITIONAL BENEFITS: See *Friend of Heart* night-of-event benefits

HEAL [\$25,000] *The* **HOPEFUL HEART SOCIETY** *celebrates and inspires support of the American Heart Association’s work to create a better future for our children, families, and communities.*

Hopeful Hearts Quilt [\$10,000] — Encourage children who attend the Hopeful Heart Picnic or other events to create their vision of what “hope” means to them; potentially auction off the quilt at the Charlottesville Heart Ball or other Society-related event.

ADDITIONAL BENEFITS: See *Advocate of Heart* night-of-event benefits

Corporate Club Activity [\$10,000] — Opportunity to thank donors by inviting them to attend and bring family to existing or new family-oriented corporate stewardship events, i.e. sporting events, concerts, etc.

ADDITIONAL BENEFITS: See *Advocate of Heart* night-of-event benefits

Hopeful Hearts Picnic [\$5,000] — Opportunity to bring together children with cardiovascular diseases or stroke-related illnesses and their families to share, network, and inspire each other.

ADDITIONAL BENEFITS: See *Friend of Heart* night-of-event benefits

Heart Society Champion* — \$25,000

As a \$25,000 Heart Society Champion (3 opportunities available), your company is positioned as one of the top-level supporters of Charlottesville's premier black-tie event.

NIGHT OF EVENT BENEFITS:

- Three priority tables for ten guests each at the Charlottesville Heart Ball
- Premier table placement for guests
- Premium partner-recognition signage
- Recognition as a \$25,000 Heart Society Champion during remarks
- Name and logo included in video presentation
- Three full-page color partnership recognitions in the program book (approximately 300 distributed)

PROMOTIONAL MATERIALS

- Inclusion of company's name and event involvement in all press releases
- Positioning as a \$25,000 Heart Society Champion in post-event updates to press when opportunity arises
- Company name and/or logo prominently featured as a \$25,000 Heart Society Champion on all event promotional materials, including 2,000 Heart Ball invitations and 500 auction preview brochures

OTHER BENEFITS

- Reservations for the auction preview reception
- Invitation to participate on the Charlottesville Heart Ball Executive Leadership Team

*The American Heart Association would like to work with you to customize a benefits package based on your company's philanthropic goals. Should you like to explore a benefit in addition to or instead of those listed below, please contact **Dana Eagle** at 804.965.6567 to further discuss.*

* See the Societies Partnership Opportunities for further details.

Advocate of Heart — \$10,000

As a \$10,000 Advocate of Heart, your company is positioned as one of the top-level partners of Charlottesville's premier black-tie event.

NIGHT OF EVENT BENEFITS:

- Two priority tables for ten guests each at the Charlottesville Heart Ball
- Premier table placement for guests
- Premium partner-recognition signage
- Recognition as a \$10,000 Advocate of Heart during remarks
- Name and logo included in video presentation
- One full-page color partnership recognition in the program book (approximately 300 distributed)

OTHER BENEFITS

- Company name and/or logo prominently featured on the Heart Ball invitation
- Reservations for the auction preview reception
- Invitation to participate on the Charlottesville Heart Ball Executive Leadership Team

The American Heart Association would like to work with you to customize a benefits package based on your company's philanthropic goals. Should you like to explore a benefit in addition to or instead of those listed below, please contact Dana Eagle at 804.965.6567 to further discuss.

Friend of Heart — \$5,000

As a \$5,000 Friend of Heart, your company is positioned as one of the premium partners of Charlottesville's premier black-tie event.

NIGHT OF EVENT BENEFITS:

- One priority table for ten guests each at the Charlottesville Heart Ball
- Premium partner-recognition signage
- Name included in video presentation
- One half-page color partnership recognition in the program book (approximately 300 distributed)

OTHER BENEFITS

- Company name and/or logo included on the Heart Ball invitation
- Reservations for the auction preview reception
- Invitation to participate on the Charlottesville Heart Ball Executive Leadership Team

The American Heart Association would like to work with you to customize a benefits package based on your company's philanthropic goals. Should you like to explore a benefit in addition to or instead of those listed below, please contact Dana Eagle at 804.965.6567 to further discuss.

Patron of Heart — \$2,500

As a \$2,500 Patron of Heart, your company is positioned as one of the distinct partners of Charlottesville's premier black tie event.

NIGHT OF EVENT BENEFITS:

- Reservations for four guests at the Charlottesville Heart Ball
- One quarter-page partnership recognition in the program book (approximately 300 distributed)
- Name included in video presentation
- Listing on partner-recognition signage

The American Heart Association would like to work with you to customize a benefits package based on your company's philanthropic goals. Should you like to explore a benefit in addition to or instead of those listed below, please contact Dana Eagle at 804.965.6567 to further discuss.

Benefactor of Heart — \$1,000

As a \$1,000 Benefactor of Heart, your company is positioned as one of the distinct partners of Charlottesville's premier black-tie event.

NIGHT OF EVENT BENEFITS:

- Reservations for two guests at the Charlottesville Heart Ball
- One quarter-page partnership recognition in the program book (approximately 300 distributed)
- Name included in video presentation
- Listing on partner-recognition signage

The American Heart Association would like to work with you to customize a benefits package based on your company's philanthropic goals. Should you like to explore a benefit in addition to or instead of those listed below, please contact Dana Eagle at 804.965.6567 to further discuss.

Heart Ball Underwriting Opportunities

The following underwriting opportunities are offered to help offset some of the costs incurred in our effort to make the Heart Ball experience one that will be remembered by our guests for many years to come.

DINNER [\$10,000]

- 6 Reservations to the Heart Ball
- Menu card printed with your company's name or logo at each table
- Full-page color partnership recognition in the program book
- Opportunity to provide each guest with one promotional gift
- Company's logo placed on the menu page of the Heart Ball Program

WINE [\$5,000]

- 4 Reservations to the Heart Ball
- Your company's wine will be the featured wine served at the Heart Ball
- Signage that includes company name will be displayed at the Heart Ball
- Full-page color company recognition in the event program and logo in multi-media presentation
- Opportunity to distribute one promotional gift per guest

PRINTING [\$5,000]

- 4 Reservations to the Heart Ball
- Company recognition in the event program and multi-media presentation
- Company's name/logo will appear on the back cover of 300+ Heart Ball programs as well as be on the Save the Date cards and invitations

PHOTOGRAPHY [\$5,000]

- 4 Reservations to the Heart Ball
- Signage that includes company name will be displayed at the Heart Ball
- Company recognition in the event program and logo in multi-media presentation
- Company logo on thank you photographs given to each guest

SILENT AUCTION [\$5,000]

- 4 Reservations to the Heart Ball
- Signage that includes company name will be displayed at the Heart Ball

- Company recognition in the event program and logo in multi-media presentation
- Company name or logo will be placed on all Silent Auction bid sheets
- Opportunity to provide promotional pens for the Silent Auction

BAND [\$5,000]

- 4 Reservations to the Heart Ball
- Signage that includes company name will be displayed on the Heart Ball band stage
- Half-page color company recognition in the event program and logo in multi-media presentation
- Opportunity to provide a promotional item to each Heart Ball guest

BAR [\$5,000]

- 4 Reservations to the Heart Ball
- Company name/logo engraved on cocktail napkins given to guests with the beverages
- Strategically-placed signage that includes company name/logo will be displayed at the Heart Ball
- Half-page color company recognition in the event program and logo in multi-media presentation
- Opportunity to provide a promotional item to each Heart Ball guest

FLOWERS [\$3,500]

- 4 Reservations to the Heart Ball
- Strategically-placed Signage that includes company name/logo will be displayed at the Heart Ball
- Half-page color company recognition in the event program and logo in multi-media presentation
- Opportunity to provide a promotional item to each Heart Ball guest

2011 Heart Ball Partners

A special thanks to our 2011 Charlottesville Heart Ball Community Partners

HEALING HEART SOCIETY CHAMPION

University of Virginia Health System

ADVOCATES OF HEART

ACAC Fitness & Wellness Centers

Cumberland Development

PBM Capital Group

Peninsula Capital Advisors LLC

FRIENDS OF HEART

Augusta Health

CenturyLink

Crutchfield Corporation

Martha Jefferson Hospital

Pepsi-Cola Bottling Company
of Central Virginia

Walmart

MEDIA PARTNERS

Charlottesville Newsplex

Monticello Media

PATRON OF HEART

Better Living Foundation

WINE PARTNER

Veritas Vineyard & Winery

BENEFACTORS OF HEART

4F LLC

BB&T

Dominion Resources

Foster Well & Pump Company, Inc.

Robinson, Farmer, Cox Associates

UVA Community Credit Union

IN-KIND PARTNERS

James Beckman, The AV Company

Crutchfield Corporation

Jay James

Keswick Hall

Will Lyster, Pictrium, LLC

Omni Charlottesville Hotel

Mosaic Innovations

Virginia Tent Rental

Vocelli Pizza