

MISSION OF THE HEART

Charlottesville Heart Ball

help · heal · hope

PARTNERSHIP OPPORTUNITIES



American
Heart
Association®

CHARLOTTESVILLE
heart ball

Partnership/Marketing Agreement

Artwork/Logo Guidelines

Seating Request

Heart Ball Underwriting Opportunities

2011 Heart Ball Partners

The Charlottesville Heart Ball is an annual event to raise funds to support cardiovascular research and professional and community education programs. Locally, the American Heart Association funds research programs at the University of Virginia and provides training and heart-health education opportunities for medical professionals and individuals throughout Central Virginia. With the support of our community partners, we are making a difference and saving lives.

The American Heart Association's Charlottesville Heart Ball began in 1999, with the support of corporate, medical, and social leaders in our community. Since its inception, the Ball has grown into Charlottesville's premier black tie fundraising event as well as one of the best in the nation. The Charlottesville Heart Ball includes live and silent auctions, live music, and a seated dinner.

During the past years, the Charlottesville Heart Balls have raised over \$1 million to reduce disability and death from cardiovascular diseases. In 2011, the Charlottesville Heart Ball raised over \$150,000 for life-saving cardiovascular research and professional and community education. Our goal for 2012 is to raise \$200,000 through the support of our community partners and donors

The American Heart Association's mission is "Building healthier lives, free of cardiovascular diseases and stroke." Our impact goal is to improve the cardiovascular health of all Americans by 20 percent by 2020, while reducing deaths from heart disease and stroke by 20 percent. Our local outreach—through research, advocacy, CPR/AED training, hospital quality improvement programs, and targeted health initiatives—is making a difference both nationally and right here in the Central Virginia region.

Currently, over \$4.7 million in AHA-funded cardiovascular research projects are in progress at the University of Virginia—that is ten times more than what the American Heart Association raised through events in the Charlottesville region last year. More importantly, there continues to be a critical research funding gap in Virginia where 19 meritorious proposals totaling over \$2 million went unfunded, simply because the American Heart Association did not raise enough money. We need the support of all our community partners to close this critical funding gap.

14th Annual Charlottesville Heart Ball

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SATURDAY, MARCH 3, 2012

Farmington Country Club • Silent & Live Auctions, Dinner & Dancing

BROUGHT TO YOU BY

Healing Heart Society Champion



American Heart Association
Mid-Atlantic Affiliate
4217 Park Place Court
Glen Allen, Virginia 23060