

Women's Heart Foundation annual

RED DRESS Luncheon

Sponsorship Proposal 2010



Presented to: Marketing Director

Contact:

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Dear Friend:



February is Heart Month and the Women's Heart Foundation, in partnership with the DHHS Region II Office on Women's Health, NIH HEART TRUTH Campaign, and local partners, want to promote awareness of women's #1 killer: Heart Disease. Eight million women are currently living with heart disease in the U.S., and 267,460 live right here in New Jersey. More recently, it has been noted a disturbing trend of heart disease striking younger aged women 35 to 54 years. One third of all women will die from heart disease.

We educate women that symptoms of heart disease are often milder, requiring each woman to advocate for herself to receive life-saving care. That's why I started the Women's Heart Foundation in 1986 and why I am proud this has become a global movement. WHF is the only non-governmental organization that implements heart disease prevention programs. As the front-runner for women's heart issues, WHF continues to manage and oversee prevention projects and conduct seminars for medical professionals and the public.

Please consider a sponsorship of the **Women's Heart Foundation annual *RED DRESS Luncheon***. You will be giving your company tremendous exposure while associating with the Red Dress and the Women's Heart Foundation, the charity that founded the movement and that is dedicated to raising awareness and instituting wellness and prevention programs that are changing communities and changing lives. Our hope is that one day soon, heart disease will no longer be the number one killer of mothers, daughters, sisters and wives. Help us save more women's lives. Take care of your heart©.

Bonnie Arthur



WOMEN'S HEART FOUNDATION

improving survival and quality of life

Mission:

Women's Heart Foundation, the only non-governmental organization that implements demonstration projects for heart disease prevention, is a 501c3 charity dedicated to improving survival and quality of life.

Goals:

- To provide for the education of women as consumers concerning heart disease as it affects them economically, culturally, physiologically, psychologically and spiritually
- To provide for the education of health professionals concerning the unique needs of women with heart disease
- To advocate for research as it affects women, particularly minority women
- To support women as caregivers.



WHF Programs

- Women's Heart Week (since 1995)
- Medication Safety Week (since 1999)
- The Gender Care Initiative® (since 2003)
- www.WomensHeart.org - 4,000 visitors a day
- E-newsletter sent to 1200 subscribers monthly
- Teen Esteem Health & Fitness (since 2004)



WHF annual

RED DRESS Luncheon

- The Women's Heart Foundation will hold its sixth annual RED DRESS Luncheon for women Luncheon, to be held at the Trenton Marriott Hotel – February 6, 2010 at 12:00 Noon
- The event includes a Red Dress Fashion Show¹, health seminars, exhibitors and blood pressure screenings.

¹ The Red Dress is a trademark of DHHS to symbolize heart disease awareness in women



**Junior Deltas
joined their moms
at the 2006
Luncheon-Rally to
learn about women
and heart disease
and to partake in
heart-healthy
eating, fitness,
dance and fun.**



In 2007, Lord & Taylor hosted our RED DRESS Trunk Show, commentated by store manager Christian Redding Cruz. Each of the 300 women received a free gift from Lord & Taylor and one lucky lady received a door prize of a \$200 gift certificate with the undivided attention of a personal shopping assistant.



Sponsorship Elements



The Women's Heart Foundation will provide the following:

Signage

- Top Sponsors will be permitted to display company banner in ballroom
- Sponsors will be recognized on a Women's Heart Leader Board

Website

- Each sponsor will receive a web banner on www.womensheart.org site that links back to its site. The sponsor will also receive mentions in other parts of the website promoting the event.

Comps

- The sponsor will receive up to ten (10) complimentary invitations to have associates, employees, friends or others participate in the event

Sponsorship Elements



Media Advertising

- The sponsor will receive mentions in newspaper ads and radio spots that promote the event. It is anticipated that the race will have a local radio sponsor and newspaper sponsor.

Event Association

- The sponsor will receive its logo on various collateral materials associated with the event, including flyers, press releases and other associated promotional materials.

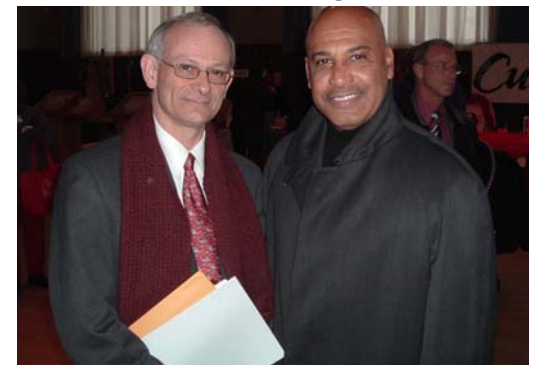
Race Invitation

- The sponsor will receive its logo in a program that will be handed out the day of the event with presenting sponsors listed on front of invitational registration form.

Sponsorship Program

- Title Sponsor: \$15,000 or above
- Platinum: \$10,000
- Gold: \$7,500
- Silver: \$5,000
- Bronze: \$2,000

Various elements of the packages are outlined on the *Women's Heart Week program* at www.womensheart.org



Pictured: Trenton War Memorial. Keynote presenters: Dr. Eddie Bresnitz of DHSS; Mayor Doug Palmer





TITLE SPONSOR: \$15,000 (commitment by August 15)

- Company logo on mailing/distribution 10,000 registration forms, on flyers, event promo take-home item; program cover; and event banner
- Company logo included on two WHF e-Newsletters distributed to 1200+ subscribers with hyperlink to its website
- Exhibit table near registration area
- Recognized race day as a “Platinum Sponsor”; one minute at podium
- Signage: Creation of two 2 1/2’ x6’ Banners posted in highly visible area of luncheon room. Designation on “Women’s Heart Leader” board
- Company logo featured on Women’s Heart Week website page with a hyperlink to your company’s website
- Media: mentions in news ads, press releases, collateral materials and event program w/ company logo
- Luncheon invitations—fifteen comps to associates, employees, friends or others to participate
- 2 minutes podium time



PLATINUM SPONSOR: \$10,000 (commitment by November 1)

- Company logo on mailing/distribution 10,000 registration forms, and on flyers, event promo take-home item
- Company logo included on two WHF e-Newsletters distributed to 1200+ subscribers with hyperlink to its website
- Exhibit table near registration area
- Recognized race day as a “Platinum Sponsor”; one minute at podium
- Signage: Creation of two 2 1/2’ x6’ Banners posted in highly visible area of luncheon room. Designation on “Women’s Heart Leader” board
- Company logo featured on Women’s Heart Week website page with a hyperlink to your company’s website
- Media: mentions in news ads, press releases, collateral materials and event program w/ company logo
- Luncheon invitations—ten comps to associates, employees, friends or others to participate



GOLD SPONSOR: \$7,500 (commitment by November 1)

- Company logo on flyers, on event promo take-home item
- Company logo included on one WHF e-Newsletters distributed to 1200+ subscribers with hyperlink to its website
- Exhibit table near registration area
- Recognized race day as a “Gold Sponsor”; one minute at podium.
- Signage: Creation of two 2 1/2’ x6’ Banners posted in highly visible area of luncheon room. Designation on “Women’s Heart Leader” board
- Company logo featured on Women’s Heart Week website page with a hyperlink to your company’s website
- Media: mentions in news ads, press releases, collateral materials and event program w/ company logo
- Luncheon invitations—five comps to associates, employees, friends or others to participate



SILVER SPONSOR: \$5,000 (commitment by November 1)

- Company logo on flyers, on event promo take-home item
- Company logo included on one WHF e-Newsletters distributed to 1200+ subscribers (no hyperlink)
- Exhibit table near registration area
- Recognized race day as a “Silver Sponsor”.
- Signage: Banner posted (must be provided/delivered to WHF 72 hrs in advance of luncheon)
- Signage: Designation on “Women’s Heart Leader” board
- Company logo featured on Women’s Heart Week website page with a hyperlink to your company’s website
- Media: mentions in news ads, press releases, collateral materials and event program w/ company logo
- Luncheon invitations—three comps to associates, employees, friends or others to participate



BRONZE SPONSOR: \$2,000 (commitment by November 1)

- Recognition in releases, posters, flyers and on event “Women’s Heart Leader” board
- Exhibit table
- Luncheon invitation: one comp to participate

Examples of IN-KIND SUPPORT needed for the upcoming event

(benefits are equated to the dollar value of the donation)

- DJ for fashion show music and pre & post event sounds
- Catering the heart-healthy luncheon
- Fashions for a fashion show with commentating
- Gifts for goodie bag
- Linen rentals
- Raffle item
- Table of 10 (\$300)
- Media Partner (newspaper ads, featured releases, radio spot, announcements)
- Health Partner – to conduct free screenings



Ad in Program Booklet

- Full page - \$500
- Half page - \$250
- Business card - \$100

The ad page size is 8 ½ x 5 ½



Past Sponsors

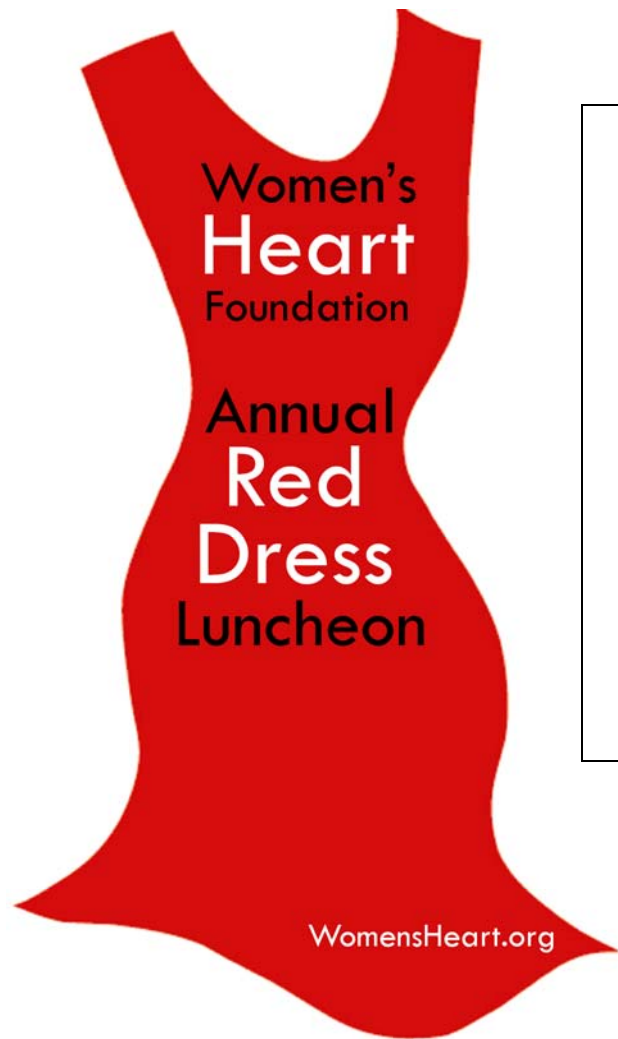
Health Partners 2007



In-Kind

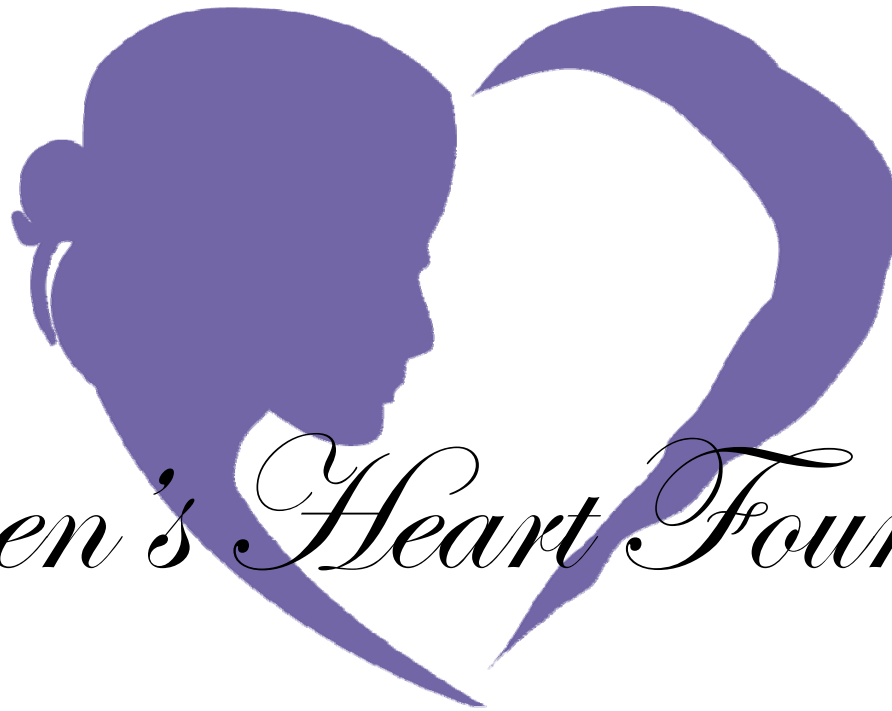


■ SAVE THE DATE...



**Saturday, Feb 6
2010**

Women's Heart Foundation
Annual Red Dress Luncheon
Trenton Marriott Hotel



Women's Heart Foundation

Dedicated to improving survival and quality of life through instituting prevention and wellness and evidence-based gender care

take care of your heart

