

## **2017 NEW BERN HEART BALL SPONSORSHIP OPPORTUNITIES**

**February 18, 2017**

**New Bern Convention Center**

**Robin Schaefer, New Bern Heart Ball Chair**

### **HEART LEGACY SPONSOR \$25,000**

- Preferred seating for 40 at the 2017 Heart Ball;
- Opportunity to distribute one promotional item to all guests;
- Exclusivity within industry
- Link on event website
- Full-page recognition and full-page remarks in 2017 Heart Ball program;
- Opportunity to host a co-sponsored gathering of Heart Society donors;
- Seat on the Executive Leadership Team for 2017
- Company name or logo featured on invitation, event and table signage, and monthly updates; Slide in PowerPoint presentation
- Listed as Heart Legacy Sponsor on all 2017 Heart Ball emails, media releases and in AHA Annual Report; Year-round marketing activation, logo co-branded with AHA logo.

### **PREMIER SPONSOR \$10,000**

- Preferred seating for 16 at the 2017 Heart Ball;
- Two prominent full-page spaces in the 2017 Heart Ball program;
- Company name or logo on table at the 2017 Heart Ball;
- Slide in PowerPoint presentation;
- Visibility as Premier Sponsor on invitation;
- Seat on the Executive Leadership Team for 2017
- Company name or logo featured on invitation and event signage;
- Choice of two underwriting opportunity at the \$2,000 level (options below); Identified as Premier Sponsor in all media releases.

### **AMBASSADOR OF HEART SPONSOR \$5,000**

- Preferred seating for 16 at the 2017 Heart Ball;
- Two prominent full-page spaces in the 2017 Heart Ball program;
- Company name or logo featured on invitation and event signage;
- Company name or logo on table at the 2017 Heart Ball;
- Slide in PowerPoint presentation;
- Choice of one underwriting opportunity at the \$2,000 level (options below); Identified as Ambassador Sponsor in all media releases.

### **BENEFACTOR OF HEART SPONSOR \$3,000**

- Preferred seating for 8 at 2017 Heart Ball;
- One full-page recognition in the 2017 Heart Ball program;
- Slide in PowerPoint presentation;
- Company name or logo on table at the 2017 Heart Ball;
- Company name or logo featured on invitation and event signage.

**UNDERWRITING SPONSOR \$2,000**

- Preferred seating for 8 at the 2017 Heart Ball
- Half-page recognition in the 2017 Heart Ball program
- Slide in PowerPoint presentation

See options below

**SAMPLE UNDERWRITING OPPORTUNITIES****BAND SPONSOR \$2,000**

Your company name or logo will be displayed on stage with the band.

**DECORATION SPONSOR \$2,000**

Your company name or logo will be displayed at the entrance and stage decorations.

**DESSERT SPONSOR \$2,000**

Your company name or logo will be displayed on the menu provided at the table as the dinner/dessert sponsor, as well as on the 2016 Heart Ball invitation with the menu listed, event signage and on the event website.

**WINE SPONSOR \$2,000**

Your company name or logo will be displayed on the menu provided at the table as the wine sponsor, as well as on the 2016 Heart Ball invitation with the menu listed, event signage and on the event website.

**FAVOR SPONSOR \$2,000**

Guests will receive a 2016 Heart Ball favor with your company name or logo.

**INVITATION SPONSOR \$2,000**

Your company name or logo will appear on the front of the invitation mailed to over 1,200 invitees.

**LADY IN RED SPONSOR \$2,000**

Your company name or logo will be listed on a flower or memento given to the ladies in attendance.

**PROGRAM SPONSOR \$2,000**

Your company name or logo will be prominently featured on the cover of the program used year round for cultivation purposes.

**RECEPTION SPONSOR \$3,000**

- Preferred seating for 8 at the 2017 Heart Ball;
- Logo placement on cocktail napkins, bar area, reception signage, powerpoint, and mentioned from podium Link on event website
- Full-page recognition in 2017 Heart Ball program
- Company name or logo featured on invitation, save the date, event and table signage, thank you article in newspaper and monthly updates

**PHOTOGRAPHY SPONSOR \$3,000**

- Preferred seating for 8 at the 2017 Heart Ball;
- Logo placement on photography signage at Heart Ball (step and repeat located behind red carpet entrance)

**SILENT AUCTION SPONSOR \$3,000**

- Preferred seating for 8 at the 2017 Heart Ball;
- Logo placement on silent auction materials at Heart Ball (bid sheets, artwork pertaining to items, all auction preview marketing materials)
- Full-page recognition in the 2017 Heart Ball program;
- Company name or logo featured on invitation, save the date, website, thank you article in newspaper and event Signage

**TABLE SPONSOR \$1,500**

- Reserved seating for 6 at the 2017 Heart Ball
- Company name featured on event signage and on table
- Half page recognition in Heart Ball program
- Company name or logo featured on invitation, save the date, website, thank you article in newspaper and event Signage

**HEART HERO SPONSOR \$1,000**

- Reserved seating for 4 at the 2017 Heart Ball
- Company name featured on event signage and on table
- Half page recognition in Heart Ball program
- Company name or logo featured on invitation, save the date, website, thank you article in newspaper and event

**FRIEND OF HEART SPONSOR \$500/\$250**

- Reserved seating for 4/2 at the 2017 New Bern Heart Ball
- Company name listed in event program