



# 2017-2018 Garden State Go Red For Women

*Luncheon venue: The Palace at Somerset Park  
Friday, May 11, 2018 – 10:00AM-2:00PM*

## Sponsorship Opportunities



New Jersey Go Red For Women Survivor Ambassadors, May 19, 2017

*presented to*

**<<company name>>**

*August 23, 2017*

American Heart Association | American Stroke Association  
1 Union Street, Suite 301, Robbinsville, NJ 08691 (609) 223-3729



## Increase <<company name>> Brand Loyalty

### Market research demonstrates the value of cause-related marketing and corporate partnership

- 98% of consumers have a favorable reaction to the AHA logo
- 83% of consumers say they have a more positive image of a company that supports a cause they care about
- 62% of consumers are impressed by a company that aligns with a particular cause & commits to that cause for more than 1 year
- 75% of Americans say that a company's commitment to social issues is important when they decide which products and services to recommend to other people
- 76% of Go Red For Women Luncheon attendees agree a company that sponsors an event like the Go Red Luncheon "is a leader in its industry"

### Why the American Heart Association is the best possible cause-related marketing partner for <<company name>>

#### Extraordinary public confidence

- AHA is consistently ranked as one of the top health charities in the U.S. by *Non-Profit Times*, *National Council of Philanthropy and Worth Magazine*
- AHA was named one of the "100 Best Charities" by *Worth Magazine*
- AHA is the largest health non-profit to receive an "A" status from [charitywatch.org](http://charitywatch.org)

#### Extraordinary reach and recognition are key factors

- The Go Red For Women Luncheon continues to be a benchmark event across the nation, attracting more than 300 guests at each and generating over 7.4 million media impressions
- Representatives from some of **the top New Jersey area companies** attended past Go Red Luncheons including: Bristol-Myers Squibb, Abbott, RWJBarnabas Health, Omnicom Health Group, Hackensack Meridian Health, CareOne, The Kurr Foundation, Boston Scientific, Capital Health, Janssen Pharmaceuticals, Inc., KPMG, Liberty Insurance Associates, Medicor Cardiology, Medtronic, Walgreens, Horizon Blue Cross Blue Shield, AstraZeneca, CR Bard, Cushman & Wakefield, Daiichi Sankyo, Investors Bank, Merk & Co., PNC Bank, Pricewaterhouse Coopers (PwC), PSE&G, Qualcare, Wakefern



## Go Red for Women

Target Audience: Women ages 35-54

### The Issue: Women and Heart Disease Today

Heart disease is the #1 killer of women, taking the lives of more women than the next six causes of death combined, amounting to 500,000 women every year. The truth is that 1 in 2.4 dies from heart disease – yet 80% of heart related problems are preventable.

### The Solution: Go Red For Women

Go Red For Women is the American Heart Association's nationwide movement that celebrates the energy, passion, and power of women to band together and wipe out heart disease.

### Go Red For Women Milestones

- Awareness of heart disease as women's #1 killer has increased by 23%
- Over \$140 million raised in total to benefit women's heart health
- Registration for Go Red For Women has grown from 395,000 to 1,855,865
- Number of women completing the Go Red Heart Check-up has increased from 127,227 to 1,974,987
- More than 8 billion media impressions nationally generated since the campaign's inception
- Nearly 90 percent of registered participants in Go Red have made at least one healthy behavior change
- 54% of Go Red participants have made one or more healthy behavior change such as eating healthier or increasing their exercise, key elements in lowering high blood pressure and other heart disease risk factors

### A look back at the 2017 Luncheon

Over 300 women and men attended the 2017 Garden State Go Red For Women Event which raised over \$250,000. Professional and philanthropic community leaders enjoyed a heart healthy meal, learned how to improve their health at educational sessions, and were dazzled by the silent auction and mobile bidding! The luncheon program included a thank you to our partners and sponsors, an Open Your Heart message from a survivor, the Woman of Distinction presentation as well as a healthy woman panel discussion.

We hope you'll consider joining the Garden State Go Red For Women Movement this year as we seek to raise over \$300,000 for education, programs, and critical research.

**The following pages include a detailed list of how your organization can get involved in this life-saving mission!**



## Summary of Sponsorship Options

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Below is a list of sponsorship options available for the **16<sup>th</sup> Annual Garden State Go Red For Women Luncheon** to be held on May 11, 2018 at The Palace at Somerset Park. The follow pages include complete descriptions of the sponsorships along with the many marketing, day-of, and participation benefits included in the package.

Please contact Jenifer Morack, Director, at [jenifer.morack@heart.org](mailto:jenifer.morack@heart.org) with questions or to learn how we can modify a package to meet your organization's needs.

### Level 1 Option - \$25,000

- Heart to Heart Education Breakout Session
- Traveling Survivor Gallery
- Woman of Distinction Awards
- Executive Networking Event
- Executive Leadership Breakfast

### Level 2 Option - \$15,000

- A Picture and a Promise
- CPR Anytime Kits (75 kits to distribute to clients and/or community organizations)
- 10 Utensils that Cut 10,000 Calories
- Brown Bag Goes Red (4 lunch & learn opportunities for your office, clients or community)
- VIP Event
- Go Red Survivor Ambassador Breakfast Reception
- Red Couch Tour

### Level 3 Option - \$7,5000

- Speak From The Heart (keynote speaker sponsor)
- Eat Your Heart Out Sponsor (place setting menu cards or recipe cards)
- Open Your Heart (sponsor the survivor story video presentation)
- Be Our Guest Hospitality Sponsor
- Circle of Red Society
- Social Media Check-In Station

### Level 4 Option - \$5000

- Friend of Heart Table Sponsor





## Options \$25,000

### Heart to Heart (Educational Breakouts)

Your company will host two 25-minute breakout sessions on a specific topic at the Go Red Luncheon to give our guests an opportunity to gather and learn about heart health or topics relevant to the movement.

#### Marketing Benefits

- Recognized as the **Heart to Heart Breakout Session Sponsor** in social media, press releases, select media coverage and on the local event website
- Ability to provide materials/literature at the session and introduce the speaker
- Sixty-day use of the Go Red For Women Logo in company marketing
- One full page acknowledgement/message in the event program
- Acknowledgement from the podium, in the event program and on table placard
- One table of ten in a premiere location
- Invitation to the education sessions
- Designate one representative to serve on the Executive Leadership Committee



### Traveling Survivor Gallery

Your company will sponsor a unique traveling photo exhibit that features New Jersey female heart disease survivors in intimate portraits with compelling stories. Your company would choose where this exhibit is displayed, and the American Heart Association would work with your company to set up a schedule, ending with a presence at the Go Red For Women Event. Locations could include: company's main lobbies, Newark and/or Trenton Airport, bank lobbies, or your vendor partners.

#### Marketing Benefits

- Recognized as the **Survivor Gallery Sponsor** in social media, press releases, select media coverage and on the local event website
- Logo and signage at the featured locations
- Featured in a custom *take-one piece* explaining the gallery
- Sixty-day use of the Go Red For Women Logo in company marketing
- One full page acknowledgement/message in the event program
- Acknowledgement from the podium, in the event program and on table placard
- One table of ten in a premiere location
- Invitation to the education sessions
- Designate one representative to serve on the Executive Leadership Committee





## Option \$25,000 – cont'd

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### **Woman of Distinction Awards Sponsor**

This is an exclusive opportunity to present the “Woman of Distinction” Award at the 2018 Garden State Go Red For Women Luncheon. Your company will have distinct honor of recognizing and celebrating two New Jersey women who promote a healthy lifestyle for or among women; serve as a role model to women; make sustained, unique or extraordinary efforts to improve the community; or nurture, support and advance women’s issues.

#### **Marketing Benefits**

- Recognized as **Woman of Distinction Sponsor** in social media, press releases, select media coverage and on local Go Red For Women event website
- Distinct honor of introducing and presenting the Woman of Distinction Awards
- Host the Woman of Distinction Award recipients at the Go Red For Women Luncheon
- Highlighted in select pre-event and post-event publicity releases
- Logo displayed on the 2017-2018 Woman of Distinction Nomination Form and Letter
- Featured in photographs with Woman of Distinction Award Recipients both current and prior with opportunity to use photos for internal publications
- One full page acknowledgement/message in the program
- Sixty-day use of the Go Red For Women Logo in company marketing
- Acknowledgement from podium, in the event program and on table placard
- One table of ten in a premiere location
- Invitation to the educational sessions
- Designate one representative to serve on the Executive Leadership Committee

### **Executive Networking Event or Executive Leadership Breakfast**

Your company will host an event that brings together New Jersey executive level women and other influential supporters to network, share personal stories, and become engaged in the movement. Influential Cardiologist or speaker to present the Go Red For Women Movement. Breakfast is kick-off for the year’s campaign.

#### **Marketing Benefits**

- Recognized as the **Executive Networking Event Sponsor** in social media, press releases, select media coverage and on the local event website
- Logo on event invitation, program, and signage at the networking event
- Follow up materials to attendees
- Sixty-day use of the Go Red For Women Logo in company marketing
- One full page acknowledgement/message in the event program
- Acknowledgement from podium, in the Go Red For Women event program and on table placard
- One table of ten in a premiere location
- Invitation to the education sessions
- Designate one representative to serve on the Executive Leadership Committee



## Options \$15,000

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### Picture and Promise

Your company will host a walk-up digital photo station at the luncheon to visually capture women making a commitment to a healthier lifestyle. Three months after the Luncheon, your company will send each guest a reminder of their commitment.

#### Marketing Benefits

- Recognized as the **Picture and Promise Sponsor** in social media, press releases, and select media coverage
- Co-branded printed photo frames
- Thirty-day use of the Go Red For Women Logo in company marketing
- Follow up materials to attendees with assistance from the AHA
- One-half publicity page in the event program
- Acknowledgement from podium, in the event program and on table placard
- One table of ten in a premiere location
- Invitation to the education sessions
- Designate one representative to serve on the Executive Leadership Committee



### CPR Anytime Kits

Your company will distribute 50 CPR self-training kits (adult/child, infant, or combination) to a targeted audience in the New Jersey community (based on your interest). These could be a gift for an employee who has improved her overall health or a thank you gift for a vendor. More kits are available at an additional cost.

#### Marketing Benefits

- Recognized as the **CPR Anytime Kits Sponsor** in social media, press releases, select media coverage and on local event website
- Prominent logo and name display on kits
- Co-branded introduction letter in kits (i.e. welcome/congratulations message from CEO)
- One-half publicity page in the event program
- One table of ten in a premiere location
- Invitation to educational sessions
- Acknowledgement from the podium, in the event program and on table placard
- Designate one representative to serve on the Executive Leadership Committee





## Options \$15,000 – cont'd

### 10 Utensils That Cut 10,000 Calories

Your company will promote the 10 Utensils Exhibit Tour throughout the community promoting Go Red For Women through the entire year, visiting corporate cafeterias and breakrooms and community centers. The exhibit will have a prominent placement at the Garden State Go Red For Women Luncheon.

#### Marketing Benefits

- Recognized as the **10 Utensils Sponsor** in social media, press releases, select media coverage and local event website
- Recognition on promotional materials and messaging preceding tour stops
- Opportunity to offer a prize for a drawing for all exhibit visitors who register with email address
- Two opportunities to host 10 Utensils Exhibit on your corporate campus or community events throughout the year
- 10 Utensils Tour Goal: Minimum of four unique tour stops throughout the year
- Prominent placement of the 10 Utensils Exhibit at this year's Garden State Go Red For Women Luncheon
- Thirty day use of the Go Red For Women Logo in company marketing
- One-half publicity page in the event program
- Acknowledgement from podium, in the Go Red For Women event program and on table placard
- One table of ten in a premiere location
- Invitation to the education sessions
- Designate one representative to serve on the Executive Leadership Committee



### Brown Bag Goes Red

Your company will sponsor health professionals, such as doctors, nutritionists, and/or fitness experts to visit NJ locations of your choice to educate employees/members or community about better health and the Go Red For Women cause.

#### Marketing Benefits

- Recognized as **Brown Bag Goes Red Sponsor** in social media, press releases, select media coverage and local event website
- Logo and signage at the corporate lunches and on materials/literature
- Thirty day use of the Go Red For Women Logo in company marketing
- One-half publicity page in the program
- Acknowledgement from podium, in the event program and on table placard
- One table of ten in a premiere location
- Invitation to the educational sessions
- Designate one representative to serve on our Executive Leadership Committee







## Options \$15,000 – cont'd

### VIP Event

Your company will host an event in the month or two prior to Go Red Luncheon to bring together VIPs and our biggest donors/sponsors for networking and celebration.

#### Marketing Benefits

- Recognized as the **VIP Event Sponsor** in social media, press releases, select media coverage and local event website
- Logo and name display at the VIP event
- Co-branded invitation
- Recognition in post-event “thank you” to attendees
- Thirty day use of the Go Red For Women Logo in company marketing
- One half publicity page in the program
- One promotional product in the gift bags
- Acknowledgement from the podium, in the event program and on table placard
- One table of ten in a premiere location
- Invitation to the educational sessions
- Designate one representative to serve on the Executive Leadership Committee

### Go Red For Women Survivor Ambassador Reception

Opportunity for your business to sponsor our survivor ambassadors at the luncheon as well as provide a breakfast reception as we begin our day. Our Go Red For Women Survivor Ambassadors volunteer throughout the year at speaking engagements, Heart Walks, health fairs and more. This is a great opportunity to show our gratitude for their dedication to the movement!

#### Marketing Benefits

- Recognized as the **Survivor Toast Sponsor** in social media, press releases, and select media coverage and local event website
- Thirty day use of the Go Red For Women Logo in company marketing
- One half publicity page in the program
- Acknowledgement from the podium, in the event program and on table placard
- Opportunity to provide gift bags to survivors during breakfast reception
- One table of ten in a premiere location
- Invitation to the educational sessions
- Designate one representative to serve on the Executive Leadership Committee

*Sponsorship not available for 2017-2018 campaign.*





## Options \$15,000 – cont'd

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### **Red Couch Tour**

The Red Couch Tour kicks off on National Wear Red Day, and travels throughout year culminating at the last stop, the Garden State Go Red For Women Luncheon. Tour stops could include corporate campuses, community events, shopping malls, schools and more. As a sponsor of the Red Couch Tour, your insights and relationships in the community will help us co-create a tour calendar that maximizes the reach of the lifesaving message of Go Red For Women.

### **Marketing Benefits**

- Recognized as the **Red Couch Tour Sponsor** in social media, press releases, select media coverage and on the local event website
- Logo recognition on exhibit signages as well as step and repeat
- Recognition on promotional materials and messaging preceding tour stops
- Recognition in social media campaign aimed at driving individuals to Red Couch Tour stops throughout the year
- Two (2) opportunities to host the Red Couch Tour at your retail locations, corporate campus or community events throughout the year
- Shared access to videos and photos collected from the Red Couch Tour
- Thirty day use of the Go Red For Women Logo in company marketing
- One half publicity page in the program
- Acknowledgement from podium, in the event program and on table placard
- One table of ten in a premiere location
- Invitation to the educational sessions
- Designate one representative to serve on the Executive Leadership Committee



## Options \$7,500

### ***"Speak From The Heart" Keynote Speaker Sponsor***

Your company will sponsor a motivational speaker at our Go Red for Women Luncheon who will encourage attendees to take charge of their health and make a lifestyle change to live heart healthy.

#### **Marketing Benefits**

- Recognized as the **Keynote Speaker Sponsor** in social media, press releases, select media coverage and on local event website
- Thirty day use of the Go Red For Women Logo in company marketing
- One half publicity page in the program
- Acknowledgement from podium, in the event program and on table placard
- One table of ten
- Invitation to the educational sessions
- Designate one representative to serve on our Executive Leadership Committee



### ***Eat Your Heart Out Sponsor***

As the Eat Your Heart Out sponsor, your organization has the opportunity to educate our luncheon guests by providing the luncheon menu and/or recipe card found at each place setting. We will work with you to tailor the card with nutritional information, your logo and more!

#### **Marketing Benefits**

- Recognized as the **Eat Your Heart Out Luncheon Sponsor** in social media, press releases, select media coverage and local event website
- Co-branding menu and/or recipe card
- Thirty day use of the Go Red For Women Logo in company marketing
- One half publicity page in the program
- Acknowledgement from podium, in the event program and on table placard
- One table of ten
- Invitation to the educational sessions
- Designate one representative to serve on the Executive Leadership Committee





## Options \$7,500 – cont'd

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### Be Our Guest

Your company will serve as host(ess) for the Garden State Go Red For Women Luncheon event. Greet guests as they arrive, help guests find pre-event activities, escort guests to their tables, and serve as event day volunteers. This is a great chance for employees to interact with our guests!

#### Marketing Benefits

- Recognized as the **Hospitality Sponsor** in social media, press releases, select media coverage and local event website
- Opportunity for volunteers to distribute co-branded thank you cards to guests as they exit
- Thirty day use of the Go Red For Women Logo in company marketing
- One half publicity page in the event program
- Acknowledgement from the podium, in the event program and on table placard
- One table of ten
- Invitation to the educational sessions
- Designate one representative to serve on the Executive Leadership Committee

### Open Your Heart

Join our emcee on stage and ask guests to make a personal financial commitment to the movement. The ask will follow passionate stories from survivor(s).

#### Marketing Benefits

- Recognized as **Open Your Heart Sponsor** in social media, press releases, select media coverage and on local event website
- Name and logo on the Open Your Heart pledge card or mobile bidding app
- Opportunity to provide co-branded pens for placement at tables
- One half publicity page in the event program
- Acknowledgement from podium, in the event program and on table placard
- One table of ten
- Invitation to educational sessions
- Designate one representative to serve on the Executive Leadership Committee







## Options \$7,500 – cont'd

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### **Circle of Red Sponsor**

Your company will host a group of high level donors who became further engaged in the movement by promoting our cause throughout New Jersey as either a Circle of Red or Men Go Red member.

#### **Marketing Benefits**

- Recognized as the **Circle of Red Sponsor** in social media, press releases, and select media coverage
- Opportunity to welcome the Circle of Red members to a private reception prior to the luncheon program
- Ability to provide a letter of welcome and/or materials to the new members of Circle of Red
- Co-branding of reception invitation
- One half publicity page in the event program
- One table of ten
- Invitation to educational sessions
- Acknowledgement from podium in the event program and on table placard
- Designate one representative to serve on the Executive Leadership Committee



### **Social Media Check-in Station Sponsor**

The Social Media Check-In Station provides an opportunity to put your company logo front and center at events and in the newsfeeds of event participants. The photo booth will be prominently displayed in the reception area and photo galleries will be featured on New Jersey social media accounts. The Social Media Check-In Station Sponsors also have the opportunity to help manage the check-in station at the event, empowering their employees to help attract and engage participants on an enriched level.

#### **Marketing Benefits**

- Recognized as the **Social Media Check-In Station Sponsor** in social media, press releases, select media coverage and on local event website
- Company logo, event logo and hashtag **#NJGoRed** will be printed Large Frame for guests to take photo to share on social media (see sample)
- Opportunity for company representatives to help manage the check-in station, empowering their employees to help attract and engage participants on an enriched level
- Company provided plug & play social media content messaging about the event and the association's mission for use in company-driven social media
- One half publicity page in the event program
- One table of ten
- Invitation to educational sessions
- Acknowledgement from podium, in the event program and on table placard
- Designate one representative to serve on the Executive Leadership Committee



## Option \$5,000

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### *Friend of Heart Sponsor*

Your company will sponsor a table of clients or employees at the luncheon.

#### **Marketing Benefits**

- One table of ten
- Invitation to educational sessions for your ten guests
- Acknowledgement from podium, in the event program and on table placard

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Go Red For Women is nationally sponsored by



## New Jersey Impact

### Why we are fighting!

- Heart disease is the #1 killer of New Jersey women; stroke is the #3 killer.
- New Jersey has an obesity rate of over 25%.
- Childhood obesity is a serious problem in the United States putting kids at risk for poor health – with the rise of childhood obesity, risk factors for cardiovascular diseases into adulthood are increasing, too.

### What we are accomplishing!

- **Cardiovascular Research** – The AHA dedicates more funds to research than any other health organization and is second only to the federal government. Currently in New Jersey, the AHA is funding 7 projects in the amount of \$1.9 million for cardiovascular research!
- **“Get with the Guidelines”** – A program aimed at improving the quality of health care in hospitals and doctors’ offices by creating best practices for treating heart disease and stroke. 59 New Jersey hospitals received **Get With The Guidelines®** awards, demonstrating a commitment to quality healthcare for more than 300,045 local patients
- **CPR Training** - Acting Governor Kim Guadagno signed a bill into law in August 2014 requiring that all public high schools have hands on CPR training as part of their health education curriculum and making it a condition of graduation.
- **Tobacco Law** - In July 2017, New Jersey became the 3rd state in the nation (and the first on the East Coast) to raise the age to purchase tobacco products, including e-cigarettes, from 19 to 21.
- **School Site Programs** - 81,352 local students are participating in **Jump Rope For Heart or Hoops For Heart** programs which teach heart-healthy habits and the value of community service

**Thank you for your support of the American Heart Association where our mission is  
“Building healthier lives, free of cardiovascular diseases and stroke”.**

**To learn more or to design a sponsorship to meet the needs of your organization,  
please contact Jenifer Morack at 609-439-8103 or [jenifer.morack@heart.org](mailto:jenifer.morack@heart.org) .**

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