



16th Annual Affair of the Heart Ball

Saturday, May 4, 2013

The Grove, Cedar Grove, New Jersey

Chair-John M. Brown, III, M.D.

Chief of Cardiothoracic Surgery

Morristown Memorial Hospital

2013 Northern New Jersey Affair of the Heart Ball Sponsorship Levels

Ignite Legacy Sponsor \$75,000

- Partner with the nation's leading health organization, AHA/ASA with exclusive opportunities
- Prestigious recognition as an **Ignite Legacy Sponsor** with year round engagement
- Sponsor branding featured on all promotional materials (*year round*)
- Invitations to all pre and post Affair of the Heart Ball events
- Exclusive opportunity to have use of the AHA logo on the company's marketing material
- Company Logo recognition on all collateral
- Two full sized journal acknowledgments
- Two tables at the Heart Ball

Platinum Sponsor \$50,000

- Use of AHA logo on internal and external materials (*90 day window*)
- Sponsor branding featured on all promotional materials (*90 day window*)
- Recognition from the podium at the Heart Ball
- Opportunity to partner with the AHA/ASA on one mission related activity such as *CPR Anytime*
- Choice of one exclusive "night of" sponsorship
- Invitations to all pre- and post-events
- All other benefits listed below included

Heart of Gold \$25,000

- Use of logo on internal and external materials (*60 day window*)
- Sponsor branding featured on all promotional materials (*60 day window*)
- Opportunity to partner with the AHA/ASA on one mission related activity such as *CPR Anytime*
- Logo featured on event invitation
- All other benefits listed below included

Heart of Silver \$15,000

- Use of logo on internal and external materials (*30 day window*)
- Sponsor branding featured on all promotional materials (*30 day window*)
- Opportunity to partner with the AHA/ASA on one pre event or night of mission related activity
- (*Infant CPR Anytime, Open Your Heart Champion, Teaching Garden*)
- *All other benefits below included*

Heart of Bronze \$10,000

- Use of logo on internal and external materials (*30 day activation*)
- Choice of one exclusive "night of" sponsorship
- logo on Heart Ball website
- One full-size journal acknowledgement
- One table at the Heart Ball

Heart Saver \$5,000

- One full-size journal acknowledgement
- One table at the Heart Ball