Go Red For Women®

Partnership Opportunities

Make it Your Mission to Speak Up and Save Lives
People everywhere are speaking up to raise awareness about the No. 1 killer of women - heart disease. Women play
a critical role in the health and well-being of their families and friends. The best way to reach many women is at work, where they spend most of their time. Rising healthcare costs are a serious consideration for all employers. The under-lying hope for business leaders is that programs such as this will help cut costs, while also boosting productivity. Be part of the movement, make choices, speak up and spread the word.

Go Red For Women History
In February 2004, the American Heart Association launched Go Red For Women®, a nationwide initiative designed to raise women’s awareness of their risk of heart disease, communicate the simplicity of risk reduction and create a compelling call to action that drives women to take control of their health. Go Red For Women® provides knowledge and tools to empower women to make positive changes in their lives that may help reduce their risk of heart disease and stroke.

Why Go Red?
Heart disease is the No. 1 killer of women.
- Heart disease is the No. 1 killer of women age 20 and over, killing approximately 1 woman every minute.
- More women die of heart disease than the next four causes of death combined, including all forms of cancer.
- 1 in 3 American women die of heart disease, compared to 1 in 30 women that die of breast cancer.
- Ninety percent of women have one or more risk factors for developing heart disease.
- Only fifty-four percent of women are aware that heart disease is their No.1 killer.
- Research shows that women who “Go Red” are more likely to make healthy changes in their lives.

2013 Luncheon Leadership
Our 2013 Luncheon Chair is Dr. Phyllis King, Professor, Interim Associate Vice Chancellor and Associate Director, Center for Ergonomics University of Wisconsin-Milwaukee. She was also a 2007 Women of Influence Award winner.

2013 Luncheon Overview & Expected Attendance
This year will be our 10th annual Go Red For Women® Luncheon scheduled for Friday, May 3, 2013 at 10:30 a.m. at the Hilton Milwaukee City Center. The day begins with a health expo, “purse-onalities” auction and educational breakout session followed by lunch and the keynote address. More than 350 prominent female leaders from the corporate, medical, educational and social communities will call to action for women to commit to living a heart-healthy lifestyle. Target audience is women age 25-54.

Components of the Go Red For Women®
The Movement
GO RED REGISTRATION: Signing up for the movement includes a monthly e-newsletter filled with heart-healthy tips, plus invitations to events in your area, as well as access to Go Red merchandise, special programs and more.

HEART CHECKUP: An online tool that provides a 10-year, personal heart disease risk assessment. Once completed, women take their CheckUp results to their healthcare provider and develop a personal health plan that matches their needs.

CONSUMER EDUCATION: The American Heart Association has compiled materials for consumers such as a cookbook, brochures, wallet cards, bookmarks, posters, Web alerts, screen savers, e-cards, etc.

GET WITH THE GUIDELINES: The American Heart Association works with healthcare professionals to provide new prevention guidelines, patient reports, red dress pins, wallet cards, online monthly newsletters and more.

NATIONAL WEAR RED DAY: On the first Friday in February, the American Heart Association encourages women to wear red – whether it is a red dress, a red t-shirt, a red dress pin or red lipstick. Show the world you passionately support Go Red For Women®!

And the Movement WORKED...

96% of women who joined the Go Red For Women® Movement TOOK ACTION to improve their heart health by:

- Visiting their physician
- Knowing and changing their numbers
- Quitting Smoking
- Eating Better
- Moving More

We invite you to become a part of this extraordinary day.

Go Red for Women® 2013 Partnership

$50,000 Sponsorship Level – Presenting Sponsor
**Signature Sponsor Description and Benefits:**

- Distinction as the **Exclusive Presenting Sponsor** of the Go Red For Women Luncheon.
- Broad **90-day multi-media licensing rights** to the Go Red For Women name and logo.
- Right of first renewal.
- Option of multi-year agreement with locked-in price.

**Ways Your Company can leverage sponsorship of Go Red For Women Luncheon:**

- Opportunity to **co-brand** your organization with the American Heart Association, the premier national cardiovascular health organization, and make it your mission to stop the No. 1 killer of women and men - heart disease.
- Multi-media licensing rights for **90-day period** of the Go Red For Women Luncheon logo, name and use of sponsorship statement, such as “Company is the Presenting Sponsor of the American Heart Association’s Go Red For Women Luncheon”.
- **Leverage** networking ability and leadership positioning with other VIPs and consumers at luncheon.
- Increase **employee pride** and attract new employees by extending Go Red for Women healthy living messages and providing corporate volunteer opportunities and engagement at the luncheon.
- Reach and enhance **brand reputation** within key target audiences: women (primarily, ages 25-54, secondarily, ages 55-64), including current and new customers and employees; healthcare community, other local businesses, including current and potential B2B partners.
- Opportunity to take a **leadership role** in planning the Go Red For Women Luncheon as a member on event committee.
- Opportunity to host **wrap-up reception**.

**Ways American Heart Association will promote Company’s sponsorship of Go Red For Women Luncheon:**

- **90-day visibility** in the American Heart Association’s **public relations** activities and media outreach conducted in support of the Go Red For Women Luncheon.
- Recognized as the **Presenting Sponsor** of the Go Red For Women Luncheon.
- Opportunity to feature a female company leader in your organization on the American Heart Association’s **Go Red For Women billboard** to be placed in a prominent location in Milwaukee.
- Priority seating for three (3) **tables** of ten (10) at luncheon with table signage.
- Opportunity to have up to two (2) **booths** in expo area.
- Invitation to top executives to attend **VIP reception** at Luncheon.
- Recognized as **Presenting Sponsor with logo** on Luncheon save the date card, invitation, letterhead and all collateral materials.
- Company recognized on local Go Red For Women website with link to company website.
- Opportunity to host two (2) tables at **Corporate Leadership Breakfast**.
- Opportunity to invite **key personnel, clients, partners and vendors** to National Go Red For Women Spokesperson Reception.
- Opportunity to **speak** from the podium the day of the event.
- **Logo and Presenting Sponsor level** recognition in day of event program and on day of event collateral materials (time sensitive).
- Opportunity to provide **promotional item for gift bag** (American Heart Association approval required).
- **Two (2) full pages** of recognition in event program.
- Recognition the day of the event **from the podium**.
- Company featured as Signature Sponsor Luncheon in “thank you” ad in the Business Journal.
- American Heart Association to host **five 45-minute Learn & Life educational sessions** for Company’s employees.

**Investment: $50,000**
Go Red for Women® 2013 Partnership

$25,000 Sponsorship Level – Diamond Sponsor

Diamond Sponsor Description and Benefits:

- Go Red For Women Luncheon: **Diamond Sponsor** of event.
- Broad **60-day multi-media licensing rights** to the Go Red For Women name and logo.
- **Choice of one of the following assets:**
  - **Heart to Heart Breakout Session:** Host a 20-30 minute breakout session on a specific topic at the Go Red For Women® Luncheon to give women an opportunity to gather and learn together about fun, consumer-friendly topics relevant to the movement. Inclusion in outreach materials to Luncheon attendees.
  - **Corporate Leadership Breakfast or Event:** Host breakfast or event that brings together executives and local leaders in community to network, learn about women’s heart health and become engaged in the Go Red For Women movement. Benefits include Company logo on invitations and all collateral materials, speaking opportunity and inclusion in “thank you” to attendees.
  - **Go Red Survivor Gallery:** A unique traveling photo exhibit of local heart disease survivors who each have an emotionally compelling story to tell of courage, endurance, and the road to a healthier life. Opportunity to highlight employees as survivors profiled. Co-branded with sponsor logo for one year.
  - **Heart Match:** A free online program that offers women the opportunity to give or receive support while they survive a heart disease diagnosis, care for a loved one with heart disease or work to prevent heart disease. Inclusion in outreach materials to Luncheon attendees. Company logo featured on all heart match collateral materials for one year.

Ways company can leverage sponsorship of leadership events, reception and luncheon:

- Opportunity to **co-brand** your organization with the American Heart Association, the premier national cardiovascular health organization, and make it your mission to stop the No. 1 killer of women and men - heart disease.
- Multi-media licensing rights for **60-day period** of the Go Red For Women Luncheon logo, name and use of sponsorship statement, such as “Company is the Platinum Sponsor of the American Heart Association’s Go Red For Women Luncheon”.
- Recognized as **exclusive sponsor** of one of the events listed above.
- Utilize **marketing statement** recognizing event sponsorship. Such as “Company is the proud Sponsor of selected asset.”
- **Leverage** networking ability and leadership positioning with other VIPs and consumers at Luncheon and as sponsor of one of
Increase employee pride and attract new employees by extending Go Red for Women healthy living messages and providing corporate volunteer opportunities and engagement at the luncheon.

Reach and enhance brand reputation within key target audiences: women (primarily, ages 25-54, secondarily, ages 55-64), including current and new customers and employees; healthcare community, other local businesses, including current and potential B2B partners.

Opportunity to take a leadership role in planning the Go Red For Women Luncheon and selected asset.

**Ways American Heart Association will promote partnership:**

- **60-day visibility** in the American Heart Association’s public relations activities and media outreach conducted in support of the Go Red For Women Luncheon.
- Recognized as exclusive sponsor of one of the above assets on all collateral materials.
- Opportunity to feature a female company leader in your organization on the American Heart Association’s Go Red For Women billboard to be placed in a prominent location in Milwaukee for the month of May.
- Priority seating for two (2) tables of ten (10) at luncheon with table signage.
- Opportunity to have up to one (1) booth in expo area.
- Invitation to top executives to attend VIP reception at Luncheon.
- Company name and logo featured as Diamond Sponsor on Luncheon save-the-date, invitations and website (time sensitive).
- Opportunity to host two (2) tables at Corporate Leadership Breakfast.
- Opportunity to invite key personnel, clients, partners and vendors to Go Red Premiere Party.
- Logo and Diamond Sponsor level recognition in day of event program and collateral materials (time sensitive).
- Opportunity to provide promotional item for gift bag (American Heart Association approval required).
- One (1) full page of recognition in event program.
- Recognition the day of the event from the podium.
- Company logo featured in thank you ad in the Business Journal.
- American Heart Association to host two 45-minute Learn & Life educational sessions for Company’s employees

**Investment** - $25,000
Go Red for Women® 2013 Partnership
$15,000 Sponsorship Level – Platinum

Platinum Sponsor Description and Benefits:

- Go Red For Women Luncheon: **Platinum Sponsor** of event.
- Broad **30-day multi-media licensing rights** to the Go Red For Women name and logo.
- **Choice of one of the following assets:**
  - **Picture and a Promise:** Host walk-up digital photo-booth at Luncheon and other relevant, year-round events to visually capture women making a commitment to a healthier lifestyle. Logo/presence on photo-booth screen and printed frames. Opportunity to mail a “heart healthy” message and printed frames with follow-up materials to participants.
  - **Go Red Heart Checkup:** Promote Go Red Heart CheckUp throughout the community to drive local women to sign up; may include health screenings or kiosk/computer stations – including presence at Luncheon. Benefits include signage and collateral, ability to host one-on-one medical advice from nurses, distribute company-branded premiums/product samples to participants and on-site hosting.
  - **Thank You Event:** Host wrap-up celebration event to thank donors and sponsors and begin to cultivate momentum for the following year. Benefits include Company logo on invitations and all collateral materials, speaking opportunity and inclusion in “thank you” to attendees.
  - **Employee Wellness:** Encourage wellness by inviting 25-40 women to attend morning health portion of the Luncheon. May choose to send employee, segment of a target market or minority group to the event. Opportunity to introduce speakers, send letter welcoming women to the event and provide incentives to attendees.
  - **Brown bay Goes Red Lunch:** Sponsor a group of internal/external; experts to visit local workplaces, throughout the year at lunchtime to educate employees about women’s heart health. Company logo feature at lunches and on all collateral materials. Post-event outreach to attendees.

Ways company can leverage sponsorship of leadership events and luncheon:

- Opportunity to **co-brand** your organization with the American Heart Association, the premier national cardiovascular health organization, and make it your mission to stop the No. 1 killer of women and men - heart disease.
- Multi-media licensing rights for **30-day period** of the Go Red For Women Luncheon logo, name and use of sponsorship
statement, such as “Company is the Platinum Sponsor of the American Heart Association’s Go Red For Women Luncheon”.

- Recognized as **exclusive sponsor** of one of the events listed above.
- Utilize **marketing statement** recognizing event sponsorship. Such as “Company is the proud Sponsor of selected asset.”
- **Leverage** networking ability and leadership positioning with other VIPs and consumers at above events and Luncheon.
- Increase **employee pride** and attract new employees by extending Go Red for Women healthy living messages and providing corporate volunteer opportunities and engagement at the luncheon.
- Reach and enhance **brand reputation** within key target audiences: women (primarily, ages 25-54, secondarily, ages 55-64), including current and new customers and employees; healthcare community, other local businesses, including current and potential B2B partners.
- Opportunity to take a **leadership role** in planning the selected asset and serve on luncheon committee.

### Ways American Heart Association will promote partnership:

- **30-day visibility** in the American Heart Association’s **public relations** activities and media outreach conducted in support of the Go Red For Women Luncheon.
- Recognized as **exclusive sponsor** of one of the above assets on all collateral materials.
- Opportunity to feature a female company leader in your organization on the American Heart Association’s **Go Red For Women billboard** to be placed in a prominent location in Milwaukee for the month of April.
- Priority seating for one (1) **table** of ten (10) at luncheon with table signage.
- Opportunity to have one (1) **booth** in expo area.
- Invitation to top executives to attend **VIP reception** at Luncheon.
- Company **name and logo featured** as Platinum Sponsor on Luncheon save-the-date, invitations and website (time sensitive).
- Opportunity to **host two (2) tables** at Corporate Leadership Breakfast.
- Opportunity to **invite** key personnel, clients, partners and vendors to **Go Red Premiere Party**.
- Recognition the day of the luncheon from the **podium**.
- Logo and Platinum Sponsor level recognition in **day of event** program and on day of event collateral materials (time sensitive).
- Opportunity to provide **promotional item** for gift bag (American Heart Association approval required).
- One (1) **full page** of recognition in event program.
- Recognition the day of the event **from the podium**.
- Company logo featured in **thank you ad** in the Business Journal.
- American Heart Association to host **one 45-minute Learn & Life** educational sessions for Company’s employees.

**Investment** - $15,000
Go Red for Women® 2013 Partnership
$10,000 Sponsorship – Gold

Silver Sponsorship description and benefits:

- Go Red For Women Luncheon: **Gold Sponsor** of event.
- **Choice of one of the following assets:**
  - **Red Dress Dash:** It’s not a race. It’s a celebratory dash! Women (and men) are invited to put on their “red”, grab a team of friends and strut, walk or stride across the finish line to dash the myths about the No.1 killer of women- heart disease. A fun event to engage the community in Go Red. Dash held in downtown Milwaukee to kick-off Go Red For Women Luncheon.
  - **Professional Outreach:** Promote the movement by providing profession outreach materials to individual healthcare professionals in the community encouraging them to engage their colleagues. Benefits include those listed below plus one mailing to Go Red for Women healthcare providers.
  - **Go Red Valet:** Provide valet service for luncheon attendees. Benefits include logo/presence on external valet signage and invitation and ability to offer giveaways.
  - **Eat Your Heart Out Luncheon Meal:** Heart-healthy lunch to be provided to luncheon attendees. Signage at each place setting and recipes listed in the event program with “brought to you by” the COMPANY.

Ways company can leverage sponsorship of reception and luncheon:

- Opportunity to **co-brand** your organization with the American Heart Association, the premier national cardiovascular health organization, and make it your mission to stop the No. 1 killer of women and men - heart disease.
- Recognized as **exclusive sponsor** of one of the above assets.
- Utilize **marketing statement** recognizing event sponsorship. Such as “Company is the proud Sponsor of selected asset.”
- **Leverage** networking ability and leadership positioning with other VIPs and consumers at above events and Luncheon.
- Increase **employee pride** and attract new employees by extending Go Red for Women healthy living messages and providing corporate volunteer opportunities and engagement at the luncheon.
- Reach and enhance **brand reputation** within key target audiences: women (primarily, ages 25-54, secondarily, ages 55-64), including current and new customers and employees; healthcare community, other local businesses, including current and potential B2B partners.
- Opportunity to serve on the luncheon committee.
Ways American Heart Association will promote sponsorship:

- Recognized as **exclusive sponsor** of one of the above assets on all collateral materials.
- Priority seating for one (1) **table** of ten (10) at luncheon with table signage.
- Invitation to attend **VIP reception** at luncheon.
- Company **name and logo featured** as Gold Sponsor on Luncheon save-the-date, invitations and website (time sensitive).
- Logo and Gold Sponsor level recognition in day of **event program** and on day of event collateral materials (time sensitive).
- Opportunity to provide **promotional item** for gift bag (American Heart Association approval required).
- One (1) **full page** of recognition in event program.
- Recognition the day of the event from the **podium**.
- Company logo featured in **thank you ad** in the Business Journal.

**Investment – $10,000**
Go Red for Women® 2013 Partnership
$7,500 Sponsorship Level – Silver

Keynote Speaker Sponsorship – Purchased by Johnson Control, Inc.

Keynote Speaker Sponsorship description and benefits:

♥ Go Red For Women Luncheon: Silver Sponsor of event.
♥ Keynote Speaker Sponsorship: Sponsor luncheon keynote speaker Ginger Zimmermann. Ginger is a motivational speaker and advocate for the American Heart Association and Organ Donation Internationally.
♥ Ginger Zimmermann’s story:

Ginger Zimmerman almost lost her life to heart disease when she was 32 years old. An artist, wife and mother Ginger suffered a severe virus when she was in her late 20’s that slowly destroyed her heart. For three years her symptoms were overlooked and misdiagnosed time and time again. Finally, an emergency room doctor correctly diagnosed Ginger with full blown congestive heart failure. Her only chance of survival was a heart transplant. When a donor heart was found, Ginger’s husband flew to be by her side. On the way, the helicopter taking him to the hospital crash-landed; he died nine days later. Ginger recently celebrated her 14th year post heart transplant and underwent another open-heart surgery that should extend her life another ten years.

♥ Ways company can leverage sponsorship of keynote speaker and luncheon:

- Opportunity to co-brand your organization with the American Heart Association, the premier national cardiovascular health organization, and make it your mission to stop the No. 1 killer of women and men - heart disease.
- Recognized as exclusive Keynote Sponsor of luncheon.
- Utilize marketing statement recognizing event sponsorship. Such as “Company is the proud Sponsor of the Go Red For Women Luncheon’s keynote speaker.”
- Leverage networking ability and leadership positioning with other VIPs and consumers at above events and Luncheon.
- Increase employee pride and attract new employees by extending Go Red for Women healthy living messages and providing corporate volunteer opportunities and engagement at the luncheon.
- Reach and enhance brand reputation within key target audiences: women (primarily, ages 25-54, secondarily, ages 55-64), including current and new customers and employees; healthcare community, other local businesses, including current and potential B2B partners.
Opportunity to serve on the luncheon committee.

Ways American Heart Association will promote sponsorship:

- Recognized as **exclusive sponsor** of Go Red For Women Luncheon keynote speaker.
- Priority seating for one **(1) table of ten (10)** at luncheon with table signage.
- Invitation to **VIP Reception** following luncheon featuring Keynote Speaker.
- Company **name and logo featured** as Gold Sponsor on Luncheon invitations and website (time sensitive).
- Logo and Keynote Sponsor level recognition in day of **event program** and on day of event collateral materials (time sensitive).
- Opportunity to provide **promotional item** for gift bag (American Heart Association approval required).
- One **(1) full page** of recognition in event program.
- Recognition the day of the event from the **podium**.
- Company logo featured in **thank you ad** in the Business Journal.

**Investment - $7,500**

“Appreciate your life, know your body, and invest in your health!

Health choices and a positive perspective can change your life.”

**Keynote Speaker**
Ginger Zimmermann
“A Women of Heart”
Go Red for Women® 2013 Partnership
$3,500 Sponsorship Level-Bronze

Bronze sponsorship description and benefits:

- **Go Red For Women Luncheon**: Host table at luncheon.
- Opportunity to serve on **event committee**.
- One (1) **table of ten** (10) at luncheon with table signage.
- **Invitation to** Executive Leadership Breakfast, Corporate Leadership Breakfast and National Go Red For Women Spokesperson Reception.
- **Company name recognized** on Go Red For Women Luncheon invitations, day of event signage and collateral materials.
- Receive **one-half page** of recognition in event program.
- Table Sponsorship recognition in **day of event** program and on day of event collateral materials (time sensitive).

**Investment - $3,500**

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