



**for women**



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## **2010 Luncheon and Fashion Show**

**May 4, 2010**

Presented locally by:



**[www.tacomagoredluncheon.org](http://www.tacomagoredluncheon.org)**

## Go Red For Women Luncheon-

[www.tacomagoredluncheon.org](http://www.tacomagoredluncheon.org)

**May 4, 2010, Courtyard by Marriott**



Celebrate the power of women to fight cardiovascular diseases, the No. 1 health threat to American women, by supporting this educational and fundraising luncheon.

**SPEAK UP.** Too many women die each year because they are unaware that heart disease is their No. 1 killer. One in three women suffers in silence, and almost one woman dies every minute of this largely preventable disease.

Together, we can bring a voice to this silent killer to help save lives. We can listen to what our hearts are telling us, attend the upcoming luncheon and fashion show, learn about your risks and spread the word to our friends and community about making the right choices and taking action. Save lives with the power of your very own voice.

Start the conversation by inviting your friends, family, employees and coworkers to join this fantastic event.

- **VIP Pampering Event for 100 guests starting at 10am**
- **Health Screenings and Silent Auction**
- **Survivor Fashion Show and luncheon starting at noon**
- **Giving Opportunity**

The Go Red For Women Luncheon helps save lives by raising funds to support research, education and community programs that benefit women. Attendees are encouraged to wear red.

**For more information on how to be a sponsor or attend this event please contact: Connie Hara, Director of Go Red For Women, American Heart Association, 253-830-2144**

[Connie.Hara@heart.org](mailto:Connie.Hara@heart.org)

# Partnership Proposal



## WHY support the American Heart Association and Go Red for Women?

### A GO RED Woman is an affluent, upscale women:

- Mean age: 48
- Women: 99%
- Caucasian: 80% African American: 8% Hispanic: 4%
- Married: 63% (vs. 49% of US women\*)
- Children/stepchildren: 68% (vs. 51% of US women)
- Employed: 77% (vs. 60% of US women\*)
- College + educated: 60% (vs. 26% of US women\*)
- Mean income: \$78,000 (vs. \$66,600 for US women\*)

### A Go Red Woman Is A Loyal, Satisfied, Repeat Consumer and Selects Go Red Sponsors



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# Sponsor Opportunities



## **ATTEND THE EVENT**

### **Corporate Table sponsorship - \$5000**

- ♥ One table of ten at the *2010 Luncheon, May 4, 2010*
- ♥ Half-page recognition in the program book
- ♥ Opportunity to have a brown-bag educational session at your place of business facilitated through the Go Red Ambassador Team of Pierce County
- ♥ Opportunity for your ten guests to be informed educated and equipped to take charge of their health.
- ♥ Opportunity for your guests to attend the VIP event from 10am-12 (limited to the first 100)

### **Passion Table Sponsorship \$2500**

- ♥ One table of ten at the *2010 Go Red For Women Luncheon*
- ♥ Company name listed as a supporter in the event program

### **Circle of Red Ambassador \$1000**

- ♥ Personal, individual commitment to finding a cure for the number one killer of women
- ♥ VIP Invitation to attend Go Red For Women luncheon and Executive Women's Breakfast
- ♥ Special verbal recognition during the event
- ♥ Profile displayed throughout Pierce County and Go Red For Women luncheon event

## **Specialty Sponsorships to include additional marketing opportunities for your company**

### **Picture and a Promise - \$7500**

Host a walk-up digital photo-booth at luncheon and other relevant, year-round events to visually capture women making a commitment to a healthier lifestyle. Benefits include: logo/presence on photo-booth screen, list of heart-healthy activities, and printed frames; follow-up materials to consumers.

### **Go Heart Check-Up -\$7500**

Opportunity for a company to sponsor a screening for attendees to get the numbers they need to take the Heart Checkup. The screening company can note the numbers on the Go Red Heart Checkup brochure and then women can take them home or to a computer at the event and enter their information.

### **Heart to Heart Breakout Session - \$5000**

Sponsor will hold a 30-45 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.

### **Employee Wellness - \$5000**

Encourage wellness by inviting 25-40 women to attend the morning health portion of the Go Red Luncheon. Sponsor may choose to send employees, segment of a desirable target market, or minority group to the event. Benefits include: ad in Luncheon program; letter welcoming the women to the event; opportunity to provide incentives to attendees.

### **Eat Your Heart Out Luncheon Meal - \$3000**

Name recognition as the sponsor the heart-healthy lunch, dessert, and beverages, ½ page ad in the Luncheon program and logo on invitation

### **Speak from the Heart - \$3000**

Name recognition as the sponsor of the Keynote speaker ½ page ad in the Luncheon program and logo on invitation

### **Go Red Valet - \$3000**

Name recognition as the sponsor of the day of luncheon valet service and arrange local VIP receiving line, ½ page ad in the Luncheon program and logo on invitation

### **Open Your Heart - \$3000**

Ask guests to join the cause by making a personal financial commitment to the movement. Ask will follow passionate stories from survivors

If you are interested in a signature level sponsorship for this event Please contact Connie Hara, [Connie.Hara@heart.org](mailto:Connie.Hara@heart.org), 253-830-2144



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