

HeartLink  
*gala*



Children's HeartLink is an international medical nonprofit dedicated to saving children's lives in developing countries by building sustainable programs to prevent, treat and cure heart disease.

We hope you will consider sponsoring the 2009 HeartLink Gala. With your participation, we will mobilize extraordinary hearts, minds and resources around the world ensuring a brighter and healthier future for children everywhere.

#### **THE NEED**

- Congenital heart disease is the most common birth defect and affects millions of children around the world — **one in every 100** is born with a heart defect and one-third of these children die within their first year because they lack appropriate medical care.
- More than **90 percent** of children in developing countries don't have access to adequate cardiac care. In the United States, all children with congenital defects receive care, regardless of socioeconomics.
- **15 million children die or are disabled** annually in developing countries as the result of treatable or preventable heart disease.

#### **BUILDING SUSTAINABLE PROGRAMS**

- In the past 40 years, Children's HeartLink has provided more than \$60 million in treatment, education and medical equipment to partner sites.
- Children's HeartLink is committed to providing long-term improvements that benefit not just a single child but entire communities. We do this by building partnerships with health care providers in the developing world in order to offer more accessible and effective services.

#### **PROVIDING TRAINING AND EDUCATION**

- We provide training and technical support from some of the world's finest medical institutions such as Mayo Clinic, University of Minnesota, Lucile Salter Packard Children's Hospital at Stanford University, Boston Children's Hospital, The Hospital for Sick Children in Toronto, Birmingham Children's Hospital in the UK and New York Presbyterian Hospital. In addition, we provide equipment, supplies and funding to help local hospitals care for children in need.

#### **WHERE WE WORK**

- Children's HeartLink currently works with 14 partner sites in nine countries including Kenya, India, Vietnam, China, Ecuador, Ukraine, Malaysia, South Africa and Brazil.

Visit [childrensheartlink.org](http://childrensheartlink.org) for more information.



## General Info

### 2009 HEARTLINK GALA

**DATE:** Friday, October 2, 2009

**PLACE:** Hilton Minneapolis

**TIME:** 6 p.m.

**HOST:** Mark Rosen, Children's HeartLink Board Member and WCCO TV Sports Director

### ENTERTAINMENT

Fabulous performers share the stage and donate their time and talent to raise money for children with heart disease in the developing world. Dazzling live and silent auctions, cocktail reception, fabulous cuisine and incredible entertainment.

Children's HeartLink is dedicated to linking hearts and minds around the world to save children's lives. Your support has the ability to impact thousands of children across the globe who need us most.

### BENEFITS

Involvement with 2009 HeartLink Gala has many advantages.

- Comprehensive public relations support and integrated television, radio and print media coverage
- Reaching an audience of current and future prominent business and social leaders
- Opportunity to align your company with the cause of improving the health and welfare of children
- Partnering with a well-managed, internationally recognized and respected organization that has a track record of successful events
- Supporting Children's HeartLink, which has achieved 40 years of helping to treat and prevent children's heart disease worldwide
- Position your company as a philanthropic community leader and enhance its image as a responsible global citizen
- Brand equity in THE EVENT of the season



## *Sponsor Information*

### **PRESENTING SPONSOR — \$50,000** (\$47,000 tax deductible)

- Top-priority seating for three tables of ten
- Invitation to attend the Sponsors Reception
- Logo featured on Save-the-Date cards, invitations, programs and Heartbeat newsletters
- Featured as “Presenting Sponsor” on all 2009 HeartLink Gala promotional materials, including press releases and annual report
- Full-page advertisement in event program with premium page positioning
- Multi-media recognition as “Presenting Sponsor” throughout the event, complete with logo
- EXCLUSIVE OPPORTUNITY FOR ONE COMPANY

*\$50,000 will fund an entire Children’s HeartLink medical mission*

### **PLATINUM SPONSOR — \$25,000** (\$23,000 tax deductible)

- Priority seating for two tables of ten
- Invitation to attend the Sponsors Reception
- Featured as “Platinum Sponsor” on all 2009 HeartLink Gala promotional materials, including Save-the-Date cards, invitations, program, press releases, Heartbeat newsletters and annual report
- Full-page advertisement in event program
- Multi-media recognition as “Platinum Sponsor” at the event

*\$25,000 provides three months of advanced, off-site training for an entire medical team from one of our overseas partner hospitals*



## *Sponsor Information*

### **GOLD SPONSOR — \$10,000** (\$9,000 tax deductible)

- Preferred seating for one table of ten
- Invitation to attend the Sponsors Reception
- Featured as “Gold Sponsor” on all 2009 HeartLink Gala promotional materials, including Save-the-Date cards, invitations, program, press releases, Heartbeat newsletters and annual report
- Half-page advertisement in event program
- Multi-media recognition as “Gold Sponsor” at the event

*\$10,000—provides four life-saving operations*

### **SILVER SPONSOR — \$5,000** (\$4,000 tax deductible)

- One table for ten guests
- Featured as “Silver Sponsor” on all 2009 HeartLink Gala promotional materials, including invitations, program, Heartbeat newsletters and annual report
- Quarter-page advertisement in event program
- Multi-media recognition as “Silver Sponsor” at the event

*\$5,000—provides three life-saving interventional procedures.*

### **BRONZE SPONSOR — \$2,500** (\$1,500 tax deductible)

- One table for ten guests
- Featured as “Bronze Sponsor” on 2009 HeartLink Gala promotional materials, including program and annual report

*\$2,500—provides a life-saving operation to a child*



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# Sponsorship Commitment

**2009 HEARTLINK GALA — A CONCERT TO BENEFIT CHILDREN’S HEARTLINK  
FRIDAY, OCTOBER 2, 2009  
HILTON MINNEAPOLIS**

NAME \_\_\_\_\_  
 MARKETING CONTACT \_\_\_\_\_  
 COMPANY \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 CITY STATE ZIP \_\_\_\_\_  
 PHONE FAX \_\_\_\_\_  
 EMAIL \_\_\_\_\_

**WE WOULD LIKE TO...**

- Sponsor 2009 HeartLink Gala at the:
  - \_\_\_ Presenting level for \$50,000 (\$47,000 tax deductible)
  - \_\_\_ Platinum level for \$25,000 (\$23,000 tax deductible)
  - \_\_\_ Gold level for \$10,000 (\$9,000 tax deductible)
  - \_\_\_ Silver level for \$5,000 (\$4,000 tax deductible)
  - \_\_\_ Bronze level for \$2,500 (\$1,500 tax deductible)

Purchase \_\_\_\_\_ Individual Ticket(s) to 2009 HeartLink Gala for \$200 each (\$125 tax deductible).

Donate the following culinary experience silent auction item(s): \_\_\_\_\_

VALUE:	DESCRIPTION:

We are not able to attend, but would like to make a tax-deductible contribution to Children’s HeartLink. Enclosed is our gift for \$ \_\_\_\_\_

**Method of Payment:**

- \_\_\_ A check made payable to “Children’s HeartLink” is enclosed.
- \_\_\_ Please invoice us at the address listed above.
- \_\_\_ Please charge my VISA/MasterCard # \_\_\_\_\_ EXP. \_\_\_\_\_

**\*\*\* SPONSORSHIP COMMITMENT DEADLINE IS JULY 1, 2009\*\*\***  
DEADLINE FOR LOGO SUBMISSION IS JUNE 30, 2009 — PLEASE SEND TO AUDREY@CHILDRENSHEARTLINK.ORG

**RETURN COMPLETED FORM TO:**  
Children’s HeartLink  
5075 Arcadia Avenue  
Minneapolis, MN 55436-2306  
952-928-4859 (fax)

**FOR MORE INFORMATION, PLEASE CONTACT:**  
Sarah Fesler  
sarah@childrensheartlink.org  
952-928-4860 x. 23