



Children's HeartLink 2010 HeartLink Gala Sponsorship Proposal

General Information

We hope you will consider sponsoring the 2010 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.

Date: Friday, October 8, 2010

Place: Hilton Minneapolis

Time: 6 p.m.

Host: Mark Rosen, Children's HeartLink Board Member and WCCO-TV Sports Director

Honorary Chairs: Ken Powell & Wendy Bennett

The Evening

Begin your evening with a cocktail reception and our signature culinary experience auction. The celebration continues with fabulous cuisine, an exciting live auction and incredible live entertainment.

About Us

Children's HeartLink is a medical non-governmental organization working in partnership with health care centers in underserved regions of the world to promote sustainable cardiac care for children with congenital or acquired heart disease.

The Need

- Congenital heart disease is the most common major birth defect and affects millions of children around the world. Approximately one in every 120 children is born with a heart defect.
- Across the world, approximately 1 million babies are born each year with congenital heart disease. Ninety percent of those newborns are in areas of the world where appropriate medical care is inadequate or unavailable.

How Do We Help?

- Children's HeartLink partners with health care providers in medically underserved areas, empowering local hospitals to care for children in their region with consistent, quality and sustainable pediatric cardiac services.
- We work with teams of medical volunteers who provide training and education to our partners, and treatment for local children. In the past 40 years, Children's HeartLink has provided more than \$60 million in education, technical support, treatment and medical equipment to partner hospitals and programs.

Where We Work

Children's HeartLink supports partner hospitals and programs in nine countries: Brazil, China, Ecuador, India, Kenya, Malaysia, South Africa, Ukraine and Vietnam. Our headquarters is in Minneapolis, Minnesota.

Visit www.childrensheartlink.org for more information.

Sponsor Opportunities

Overall Benefits

Involvement with the 2010 HeartLink Gala has many advantages:

- Comprehensive public relations support and integrated television, radio and print media coverage
- Visibility to audience of current and future prominent business and social leaders
- Opportunity to support and partner with Children's HeartLink, an organization with 40 years of experience helping to treat children's heart disease worldwide and with a track record of managing successful events
- Evidence of your company's status as a philanthropic community leader and responsible global citizen
- Brand equity in THE EVENT of the season

Presenting sponsor — \$50,000 (\$47,000 tax deductible)

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

- **Exclusive opportunity** for one company
- Top-priority seating for three tables of ten
- Logo featured on invitations, programs, bid paddles and Heartbeat newsletters
- Featured as "Presenting Sponsor" on all 2010 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

Platinum sponsor — \$25,000 (\$23,000 tax deductible)

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

- Priority seating for two tables of ten
- Featured as "Platinum Sponsor" on all 2010 HeartLink Gala promotional materials, including invitations, program, press releases, Heartbeat newsletters and annual report
- Full-page advertisement in event program
- Multi-media recognition as "Platinum Sponsor" at the event

Sponsor Opportunities, continued

Gold sponsor — \$10,000 (\$9,000 tax deductible)

\$10,000—provides four lifesaving operations

- Preferred seating for one table of ten
- Featured as “Gold Sponsor” on all 2010 HeartLink Gala promotional materials, including invitations, program, press releases, Heartbeat newsletters and annual report
- Half-page advertisement in event program
- Multi-media recognition as “Gold Sponsor” at the event

Silver sponsor — \$5,000 (\$4,000 tax deductible)

\$5,000—provides three lifesaving interventional procedures.

- One table for ten guests
- Featured as “Silver Sponsor” on all 2010 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

Bronze sponsor — \$2,500 (\$1,500 tax deductible)

\$2,500—provides a lifesaving operation to a child

- One table for ten guests
- Featured as “Bronze Sponsor” on 2010 HeartLink Gala promotional materials, including program and annual report



Children's HeartLink
2010 HeartLink Gala
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Sponsorship Commitment Form
2010 HeartLink Gala
Friday, October 8, 2010
Hilton Minneapolis

You can now purchase sponsorships online! Visit www.childrensheartlink.org/gala

Name _____
Company _____
Address _____
City/State/Zip _____
Phone _____ email _____

Sponsor:

- _____ 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)

Donate:

We would like to donate items to the HeartLink Gala Auction
_____ Culinary Experience Auction _____ Live Auction
Item and Value _____

Contribute:

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

Payment:

_____ A check made payable to Children's HeartLink is enclosed
_____ Please invoice me at the address above
_____ Visa or Master Card
Number _____ exp. _____

***** Sponsorship commitment deadline is July 30, 2010 *****

Deadline for logo submission is July 30, 2010—please send to carrie@childrensheartlink.org

Return completed form to:

Children's HeartLink
5075 Arcadia Avenue
Minneapolis, MN 55436-2306
952-928-4859 (fax)