



## Children's HeartLink 2011 HeartLink Gala Sponsorship Proposal

### General Information

We hope you will consider sponsoring the 2011 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, September 16, 2011

**Place:** Hilton Minneapolis

**Time:** 6 p.m.

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

### 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. For over 40 years, Children's HeartLink has provided more than \$61 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 eight countries: Brazil, China, Ecuador, India, Malaysia, South Africa, Ukraine and Vietnam. Our headquarters is in Minneapolis, Minnesota.

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

## Sponsor Opportunities

### Overall Benefits

Involvement with the 2011 HeartLink Gala has many advantages:

- Comprehensive public relations and marketing support, including radio, print and online coverage; Children's HeartLink will also highlight sponsors on our website, in our social media networks and in our email and print newsletters
- Visibility to audience of current and future prominent business and social leaders
- Opportunity to support and partner with Children's HeartLink, an organization with over 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 (\$47,750 tax deductible)

*\$50,000 will fund an entire Children's HeartLink cardiac training visit*

- **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 2011 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 (\$23,500 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 2011 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 (\$9,250 tax deductible)**

*\$10,000—provides four lifesaving operations*

- Preferred seating for one table of ten
- Featured as “Gold Sponsor” on all 2011 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 (\$4,250 tax deductible)**

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

- One table for ten guests
- Featured as “Silver Sponsor” on all 2011 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 (\$1,750 tax deductible)**

*\$2,500—provides a lifesaving operation for a child*

- One table for ten guests
- Featured as “Bronze Sponsor” on 2011 HeartLink Gala promotional materials, including program and annual report



Children’s HeartLink  
2011 HeartLink Gala  
Sponsorship Proposal

**Sponsorship Commitment Form**  
**2011 HeartLink Gala**  
**Friday, September 16, 2011**  
**Hilton Minneapolis**

*You can now purchase sponsorships online! Visit [www.childrensheartlink.org/gala](http://www.childrensheartlink.org/gala)*

Name \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City/State/Zip \_\_\_\_\_  
Phone \_\_\_\_\_ email \_\_\_\_\_

**Sponsor:**

- \_\_\_\_\_ Presenting Level for \$50,000 (\$47,750 Tax Deductible)
- \_\_\_\_\_ Platinum Level for \$25,000 (\$23,500 Tax Deductible)
- \_\_\_\_\_ Gold Level for \$10,000 (\$9,250 Tax Deductible)
- \_\_\_\_\_ Silver Level for \$5,000 (\$4,250 Tax Deductible)
- \_\_\_\_\_ Bronze Level for \$2,500 (\$1,750 Tax Deductible)

**Donate:**

We would like to donate items to the 2011 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 1, 2011\*\*\***

**Deadline for logo submission is July 1, 2011—please send to [carrie@childrensheartlink.org](mailto:carrie@childrensheartlink.org)**

**Return completed form to:**

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