

2011 Washtenaw County HEART BALL

Platinum

SPONSOR

COMPANY LOGO USAGE

- As a Platinum Sponsor of the Washtenaw County Heart Ball, your company logo will be prominently featured on all publicity materials from the time of signing, all pre-function and Washtenaw County Heart Ball invitations, event program, night of event signage, and podium recognition during the presentation the night of the gala.
- Company logo will be placed on the Washtenaw County Heart Ball website "Sponsorship" and "Event" pages.
- Company website link will be placed on the Washtenaw County Heart Ball website.
- Ability for your company to co-brand with the American Heart Association for two months before and after event (with permission and appropriate use of AHA branding guidelines) with Heart Ball logo and tag-line such as "(Company Name) in conjunction with the American Heart Association is proud to sponsor the 2011 Washtenaw County Heart Ball".
- Opportunity to use sponsorship statement in both internal and external marketing.

MARKETING OPPORTUNITIES

- Company will be featured as Platinum Sponsor in all publications such as HOUR Detroit Magazine, Crain's and others as they arise.
- Company will be featured as Platinum Sponsor in all Washtenaw County Heart Ball marketing spots donated via TV or radio, as allowed by media sponsors.
- Company leader will be offered a position on the Executive Leadership Team for 2011.
- Company will receive a two-page acknowledgement in the event program with placement preference given according to time of signing.

MISSION BENEFITS

- Opportunity to activate your sponsorship and promote your support of the American Heart Association's mission internally with employees, customers and vendors.
- Company representative will receive (6) invitations to attend any and all "Friends of Heart" networking events, as they arise.
- Company will receive the AHA's newest workplace wellness program, START!, as well as educational materials for your employees.
- The AHA will host two (2), 45-minute "Learn and Live" educational sessions at your company with mutually agreed upon time, date and topic.

HOSPITALITY BENEFITS

- Company will receive two (2) tables of ten (10) with preferred seating.
- Company will receive up to six (6) invitations to all pre-event functions, as they arise.
- Company leader will receive one complimentary hotel room the night of the event.

CORPORATE INVESTMENT

\$20,000