

2011 Washtenaw County HEART BALL

Silver SPONSOR

COMPANY LOGO USAGE

- As a Silver 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 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.
- Ability for your company to co-brand with the American Heart Association for 30 days 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 Silver Sponsor in all publications such as HOUR Detroit Magazine, Crain's and others should they arise.
- Company will be featured as Silver 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 one full-page acknowledgement in the event program.

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 two (2) invitations to attend all "Friends of Heart" networking events, as they arise.
- Company will receive the AHA's newest workplace wellness program, Start!, and educational materials for your employees.
- The AHA will host one (1), 45-minute "Learn and Live" educational session at your company with mutually agreed upon time, date and topic.

HOSPITALITY BENEFITS

- Company will receive one (1) table of ten (10) with placement given based on date of contract signing.

CORPORATE INVESTMENT

\$10,000