

THE 53RD ANNUAL LONG ISLAND
Heart & Stroke Ball

Thursday, May 5, 2016
Oheka Castle

Honoring

Harold Fernandez, MD

Chief of Cardiovascular and Thoracic Surgery
Northwell Health - Southside Hospital

Monte N. Redman

President & CEO
Astoria Financial Corporation and Astoria Bank

Event Chair

Mr. Philip Wachtler

Co-Founder, Principal
Wachtler-Knopf Equities

Vice Chair

Mr. Adam Silvers, Esq.

Managing Partner
Ruskin, Moscou, Faltischek, P.C.

Visit us at: nassaucountyheartball.heart.org

2016 Gift Opportunities

For over 50 years the American Heart Association's Long Island Heart Ball celebrates the energy, passion and commitment of donors, doctors, patients, volunteers and sponsors in helping our community by building healthier lives free of cardiovascular diseases and stroke. Thanks to our supporters, advances are continually being made to improve the countless lives affected by these diseases.

All opportunities may be customized to meet the needs of our donors, strengthening our partnerships while promoting the mission of the American Heart Association.

Legacy Partner

Investment: \$75,000

Partner Benefits

- Rights to use the Long Island Legacy Partner name and logo through Company's advertising and public relations to promote association (limited to the duration of the partnership agreement)
- Prominently displayed as Legacy Partner at all mission related programming
- VIP invite to all American Heart Association events

Heart Ball Benefits

- Name and logo printed on:
 - Front cover of journal
 - Save the Date and invitation to the Ball
 - (Limited to the duration of the partnership agreement)
 - Event program
 - Recognition in all media placements as it pertains to the event
- Acknowledgement located in prominent location in event journal: including message from CEO
- Logo on Heart Ball website
- Exclusive signage on the stage at the Ball
- Ability to showcase a display table at the Ball
- Two tables of preferred seating for 20 guests at the event
- Company recognition from the podium at the Ball as The Legacy Partner
- Company name acknowledged on night of audio visual presentation
- Invitation to the Annual Awards Dinner- where we publicly recognize our volunteers
- Recognition as the 2015 Legacy Partner Sponsor on future Heart Ball promotional materials

Signature Heart Sponsor: \$50,000

Heart Ball Benefits: Presenting Sponsor of the Long Island Heart Ball

- Name and logo printed on:
 - Front cover of journal
 - Save the Date and Invitation to the Ball
 - Event program
 - Promotional Material for the event
 - Recognition on all "night of" event pieces
- 2 Acknowledgements located prominently in event journal: including message from the CEO
- Logo on Heart Ball website

Heart Ball Benefits

- Exclusive signage on the stage at the Ball
- Ability to showcase a display table at the Ball
- Two tables of preferred seating for 20 guests at the event
- Company recognition from the podium at the Ball as The Signature Sponsor
- Company name acknowledged on night of audio visual presentation
- Invitation to the Annual Awards Dinner- where we publicly recognize our volunteers
- Recognition as the 2015 Signature Sponsor on future Heart Ball promotional materials

Social Media Sponsor: \$35,000

Heart Ball Benefits

- Name and logo printed on:
 - Save the Date and Invitation to the Ball
 - Event program
 - Promotional Material for the event
 - Social media sites – Twitter, Facebook
- Acknowledgement located prominently in event journal: including message from the CEO
- Exclusive signage on the stage at the Ball
- Ability to showcase a display table at the Ball
- Seating for 16 guests at the event
- Company recognition from the podium at the Ball as The Social Media Sponsor
- Company name acknowledged on night of audio visual presentation
- Invitation to the Annual Awards Dinner- where we publicly recognize our volunteers
- Recognition as a 2015 Sponsor on future Heart Ball promotional materials

We Did That! Sponsor: \$35,000

Large framed pieces of blank spaces on walls within your pre-event and night-of-event would adorn We Did That! Facts about the American Heart Association. These facts would showcase the deep impact the AHA has on the community and how donor dollars are sparking up conversations around current calls to action.

Heart Ball Benefits

- Name and logo printed on:
 - Save the Date and Invitation to the Ball
 - Event program

Promotional Material for the event

- **Acknowledgement located prominently in event journal: including message from the CEO**
- Exclusive signage on the stage at the Ball
- Ability to showcase a display table at the Ball
- Seating for 16 guests at the event
- Company recognition from the podium at the Ball as the We Did that! Sponsor
- Company name acknowledged on night of audio visual presentation
- Invitation to the Annual Awards Dinner- where we publicly recognize our volunteers
- Recognition as a 2015 Sponsor on future Heart Ball promotional materials

Creating Heroes Award: \$30,000

Benefits

Name printed on:

6 CPR kits provided to local school- ability to train 60 students at once

Event program

Promotional Material for the event

- Table of ten (10) at the Heart Ball
- **Acknowledgement located on a silver acknowledgement in event journal**
- Ability to showcase a display table at the Heart Ball
- Company recognition from the podium at the Heart Ball as *Creating Heroes Sponsorship*
- Company name acknowledged on night of audio visual presentation
- Invitation to the Annual Awards Dinner- where we publicly recognize our volunteers

Open Your Heart Sponsor: \$25,000

Open Your Heart donors are inspired by the mission of the American Heart Association and the individual(s) sharing their story. Sponsoring this portion of the Heart Ball helps to build momentum and encourage night-of giving.

Heart Ball Benefits

- Name and logo printed on:
 - Save the Date and Invitation to the Ball
 - Event program
 - Open Your Heart Card and Video Presentation
 - Promotional Material for the event
- **Platinum acknowledgement located prominently in event journal: including message from the CEO**
- **Survivor "thank you" placed on chair of each attendee with sponsor logo**
- Ability to showcase a display table at the Heart Ball
- Preferred seating for 10 guests at the event
- Company recognition from the podium at the Heart Ball as Open Your Heart Sponsor
- Company name acknowledged on night of audio visual presentation
- Invitation to the Annual Awards Dinner- where we publicly recognize our volunteers
- Recognition a 2015 Sponsor on future Heart Ball promotional materials

Tribute Wall Host: \$25,000

- Corporate name in acknowledgments as Tribute Wall Host, corporate name featured on signage and listed as an underwriting sponsor in the event journal. Ability to showcase a display table area by the Tribute Wall
- Name and logo printed on:
 - Save the Date and Invitation to the Ball
 - Event program
 - Open Your Heart Card and Video Presentation
 - Promotional Material for the event
- **Platinum acknowledgement located prominently in event journal: including message from the CEO**
- Preferred seating for 10 guests at the event
- Company recognition from the podium at the Heart Ball as Open Your Heart Sponsor
- Company name acknowledged on night of audio visual presentation
- Invitation to the Annual Awards Dinner- where we publicly recognize our volunteers
- Recognition a 2015 Sponsor on future Heart Ball promotional materials

Gold Healing Heart Sponsor: \$15,000

Heart Ball Benefits

- Name printed on:
Save the Date and Invitation to the Heart Ball
Event program
Promotional Material for the event
- Gold acknowledgment in event journal
- Ability to showcase a display table at the Heart Ball
- Preferred seating for 10 guests at the event
- Company recognition from the podium at the Heart Ball as Gold Sponsor
- Company name acknowledged on night of audio visual presentation
- Invitation to the Annual Awards Dinner- where we publicly recognize our volunteers

Silver Helping Heart Sponsor: \$10,000

Heart Ball Benefits

- Name printed on:
Event program
Promotional Material for the event
- Silver acknowledgment in event journal
- Ability to showcase a display table at the Heart Ball
- Preferred seating for 8 guests at the event
- Company recognition from the podium at the Heart Ball as Silver Sponsor
- Company name acknowledged on night of audio visual presentation
- Invitation to the Annual Awards Dinner- where we publicly recognize our volunteers

Menu Card Sponsor: \$10,000

Heart Ball Benefits

- Name printed on:
Menu Card
Promotional Material for the event
- Silver acknowledgment in event journal
- Ability to showcase a display table at the Heart Ball
- Preferred seating for 8 guests at the event
- Company recognition from the podium at the Heart Ball as Menu Sponsor
- Company name acknowledged on night of audio visual presentation
- Invitation to the Annual Awards Dinner- where we publicly recognize our volunteers

Photography Sponsor: \$10,000

Heart Ball Benefits

- Name printed on:
Event program
Promotional Material for the event
- Silver Acknowledgment in event journal
- Ability to showcase a display table at the Heart Ball
- Preferred seating for 8 guests at the event
- Company recognition from the podium at the Heart Ball as Photography Sponsor
- Company name acknowledged on night of audio visual presentation
- Invitation to the Annual Awards Dinner- where we publicly recognize our volunteers

All Packages Include Signage at the Event

DAY OF EVENT ASSETS

Printing Sponsor:	\$7,500
4 tickets to the ball, corporate name on all printed materials for the day of the event, acknowledgment in the event journal, and signage at the Heart Ball.	
Auction Booklet Sponsor:	\$6,000
2 tickets to the ball, corporate name featured on signage, the auction booklet and listed as an underwriting sponsor in the event journal.	
Promotional Material Sponsor:	\$5,500
Corporate name in acknowledgments as Promotion Material Sponsor, corporate name featured on signage and listed as an underwriting sponsor in the event journal.	
Entertainment Sponsor:	\$5,000
2 tickets to the ball, corporate name featured on signage and listed as an underwriting sponsor in the event journal.	
Bronze Supporter Sponsor:	\$5,000
2 tickets to the Ball and a bronze acknowledgment in the "Supporter Section" of the journal.	
Flower Sponsor:	\$5,000
Table Tents with corporate name on each table, featured on signage and listed as an underwriting sponsor in the event journal.	
Valet Parking Sponsor:	\$4,000
Your company name on signage will be the first guests see as they arrive and the last when they leave.	
Employee Wellness Program:	\$4,000
2 tickets to the Heart Ball and recognition as a Wellness Champion Sponsor in the Journal. A corporate / family wellness program that gives you the tools you need to activate a heart health awareness program for your male and female employees is available as a one month long program or a quarterly program.	

Tree of Life:



Inscribe a perpetual memorial to honor a loved one by purchasing a Bronze leaf on our TREE OF LIFE that will be placed as a permanent memorial in the Cardiac Care Unit of a selected Long Island hospital.

Mini Tree - \$6,000 Rock: \$3,000 Bronze Leaf - \$1,000

Journal Acknowledgements:

Back Cover Sponsor:

Your personal acknowledgement on the back cover of the Event Journal.... \$10,000

Inside Front Cover:

Your personal acknowledgement on the inside front cover of the Event Journal..... \$7,500 *Plus Bronze Leaf.... \$8,000*

Inside Back Cover:

Your personal acknowledgement on the inside back cover of the Event Journal..... \$7,500 *Plus Bronze Leaf.... \$8,000*

Platinum Acknowledgement Sponsor:

Your personal acknowledgement in the Platinum section Event Journal.... \$5,000 *Plus Bronze Leaf.... \$5,500*

Gold Acknowledgement Sponsor:

Your personal acknowledgement in the Gold section of Event Journal.... \$3,500 *Plus Bronze Leaf.... \$4,000*

Silver Acknowledgement Sponsor:

Your personal acknowledgement in the Silver section of Event Journal.... \$2,500 *Plus Bronze Leaf.... \$3,000*

Bronze Acknowledgement Sponsor:

Your personal acknowledgement in the Bronze section of Event Journal.... \$2,000 *Plus Bronze Leaf.... \$2,500*

Full Acknowledgement Sponsor:

Your full-sized personal acknowledgement in the Event Journal.... \$1,500 *Plus Bronze Leaf.... \$2,000*

Half Page Sponsor:

Your half-page acknowledgement in the Event Journal.... \$1,000 *Plus Bronze Leaf.... \$1,500*

Memorial Listing Sponsor:

Your personal Memorial Listing acknowledgement in the Event Journal.... \$750 *Plus Bronze Leaf.... \$1,250*

**Do not use a border; all acknowledgements are in Black & White
High resolution of 300 DPI or more in jpeg format**

Acknowledgements must be congratulatory and not drive business
Please send all journal acknowledgements to tricia.murphy@heart.org

Tickets

Table Sponsor..... \$ 7,500
Individual Tickets..... \$ 500

Young Professional Pricing:
(35 and Under)..... \$275

**All Sponsorships can be customized
to meet your needs**

Please contact Kathy Munsch
Regional Vice President, American Heart Association
(516) 962-0789 or kathy.munsch@heart.org
Please visit our website @ www.heart.org