



- WHAT** Heart's Delight is widely recognized as a premier destination event where master winemakers, culinary greats and our distinguished guests gather to play and bid in the Nation's Capital. Heart's Delight Wine Tasting & Auction launched its Young Professionals Program: The New Vintage in December 2008. The New Vintage is comprised of bright, young, social, and philanthropically-engaged leaders from the greater DC area.
- MISSION** To serve as a platform for young professionals (25-40 years old) to volunteer, network and learn more about the American Heart Association's mission. This new generation of leaders will come together to fundraise, event plan and make a difference in their community working for a great cause.
- FUNDRAISING CLASSES** Each New Vintage Fall Class Member has a goal to raise \$1,000 – give it or get it! The fundraising periods are in two-month bursts, Winter, Summer and Fall. The donations may be secured in large or small increments and may be done through any means preferred, online solicitations, mailings, as well as selling tickets to New Vintage events. The New Vintage Class Member who raises the most per period (one male and one female) will be singled out as DC's biggest HeartThrob. Once a class member meets their goal they will always be a part of The New Vintage and will be eligible to chair one of the volunteer committees, such as Sponsorship, Public Relations, Food & Wine, etc.
- EVENTS** New Vintage events will take place primarily throughout the fundraising periods but will also occasionally take place throughout the year. Events will be held at new and interesting restaurants and will provide opportunities to meet winemakers and taste exciting wines and cocktails. Ticketed events will have the cost of tickets credited towards a Class Member's fundraising goals. Once a Class Member reaches their fundraising goal they will be able to come to events for half price.
- SPONSORS** Sponsorship Opportunities exist from \$5,000 to \$50,000
- WEBSITE/FACEBOOK** <http://heartdelightwineauction.org/event/newvintage.html> or become a fan of "Heart's Delight: The New Vintage" on Facebook. We have a goal of reaching 200 fans by Valentines Day 2010 so we encourage everyone to become a fan of "Heart's Delight: The New Vintage."
- MEDIA PARTNERS** For the Spring 2009 Class, the Hill published a full-page advertisement kicking off The New Vintage and one full-page advertisement announcing DC's biggest HeartThrobs, thanking the New Vintage Members and sponsors. Proposed partners will cover parties and publish photos of DC HeartThrobs at the conclusion of each cycle.
- WHY** A chance to give back to the community and help support the American Heart Association's mission of building healthier lives, free of cardiovascular diseases and stroke. Heart disease is the number one killer in the nation and stroke is number three. Heart's Delight has raised more than eight million dollars over the past 10 years to support the American Heart Association and we know that this new generation of leaders will continue the proud tradition of raising money while enjoying outstanding food and wine.

IF YOU WOULD LIKE INFORMATION ON EVENT SPONSORSHIP, PURCHASING TICKETS OR JOINING THE NEW VINTAGE WINTER 2010 CLASS, PLEASE CONTACT HEIDI ARNOLD AT (703) 248-1720 OR HEIDI.ARNOLD@HEART.ORG; LANE CLAGHORN AT (703) 248-1721 OR LANE.CLAGHORN@HEART.ORG; OR DESIRÉE ADAMS AT (703) 248-1709 OR DESIREE.ADAMS@HEART.ORG AT THE AMERICAN HEART ASSOCIATION.



PLEDGE FORM FOR HEART'S DELIGHT: THE NEW VINTAGE HOST COMMITTEE MEMBERS

YES I WANT TO JOIN THE NEW VINTAGE WINTER 2010 CLASS

All Class Members will have their own fundraising page. They will also be listed on Heart's Delight: The New Vintage letterhead, on the website and on the Facebook page.

ROLE AND RESPONSIBILITIES FOR THE NEW VINTAGE:

Raise \$1,000 for the American Heart Association
Attend and sell tickets to New Vintage Events
Volunteer individually or on a New Vintage Committee

NAME: _____

AFFILIATION: _____

PLEASE LIST AS YOU WOULD LIKE LISTED ON PUBLISHED MATERIALS

ADDRESS: _____

CITY: _____ **STATE:** _____ **ZIP:** _____

PHONE: () _____ **CELL:** () _____

EMAIL: _____

SEND CHECKS TO: AMERICAN HEART ASSOCIATION
ATTENTION: HEIDI ARNOLD
4301 NORTH FAIRFAX DRIVE, SUITE 530
ARLINGTON, VA 22203

AMERICAN EXPRESS, MASTERCARD & VISA
ARE ACCEPTED.

PURPOSE: THE PURPOSE OF THE EVENT IS TO BENEFIT THE AMERICAN HEART ASSOCIATION ("AHA") AND ADVANCE ITS NON-PROFIT MISSION OF FIGHTING HEART DISEASE AND STROKE. THE PURPOSE OF THE EVENT IS NOT TO ENDORSE OR PROMOTE ANY PRODUCT OR SERVICE OF SPONSOR OR OF ANY THIRD PARTY.

- CHECK SHOULD BE MADE PAYABLE TO THE AMERICAN HEART ASSOCIATION.
- ALL PRINTED MATERIALS THAT INCLUDE AN AMERICAN HEART ASSOCIATION LOGO MUST GO THROUGH THE AMERICAN HEART ASSOCIATION'S APPROVAL PROCESS PRIOR TO PRINT.
- THE ENTIRE LIABILITY OF THE AHA, AND SPONSORS EXCLUSIVE REMEDY FOR DAMAGES FROM ANY CAUSE RELATED TO OR ARISING OUT OF THIS AGREEMENT, WILL NOT EXCEED A REFUND OF MONIES ACTUALLY PAID TO THE AHA BY SPONSOR AND NOT YET EXPENDED BY THE AHA.

SIGNATURE _____ **DATE** _____

THANK YOU FOR YOUR SUPPORT OF THE AMERICAN HEART ASSOCIATION WHERE OUR MISSION IS BUILDING HEALTHIER LIVES, FREE OF CARDIOVASCULAR DISEASE AND STROKE. FOR QUESTIONS PERTAINING TO THE NEW VINTAGE, PLEASE CONTACT HEIDI ARNOLD AT (703) 248-1720 OR HEIDI.ARNOLD@HEART.ORG; LANE CLAGHORN AT (703) 248-1721 OR LANE.CLAGHORN@HEART.ORG; OR DESIRÉE ADAMS AT (703) 248-1709 OR DESIREE.ADAMS@HEART.ORG AT THE AMERICAN HEART ASSOCIATION.