

# HEART'S DELIGHT WINE TASTING & AUCTION 2010 SPONSORSHIP OPPORTUNITIES

## *Presenting Opportunities*

### PRESENTING SPONSORSHIP OPPORTUNITY

\$125,000

#### EXCLUSIVE OPPORTUNITY

- CEO is designated Chairman of Heart's Delight Leadership Circle
- Premier Billing All Three Days
- Customizable Benefits Package

Printed Materials to include Company Logo, pending timely notification:

- Save the date cards (15,000 printed)
- Invitations (10,000 printed)
- Heart's Delight web-page recognition with logo and link to company's site ([www.heartsdelightwineauction.org](http://www.heartsdelightwineauction.org))
- Advertisements promoting the Heart's Delight event with media partners (past partners have included Washingtonian, The Hill, Wine Spectator)
- Corporate recognition in our event electronic newsletters (published monthly)
- Company name and sponsorship promoted through our social media network (facebook, twitter & blogging)
- Included in all press releases to major media outlets, locally as well as nationally
- Ability to include your press department to promote the relationship with the American Heart Association
- Speaking time on Friday and Saturday evening
- Award presentation on Thursday and Friday or Saturday night
- Signage at Friday and Saturday events
- Prominent full-page sponsor recognition page in the event program (2,000 printed)
- Corporate tables with signage
- Promotional and sampling opportunities
- Become a Silver Heart and Stroke Champion, a national sponsor recognition program, including a listing in the American Heart Association's National Annual Report

#### PARTICIPATION BENEFITS

\*\*\*\*\* Saturday \*\*\*\*\*

Available	Major Donor	Thursday Dinner	Press Tasting	Chef Lunch	Vintners Dinner	VIP	Bordeaux	Seminars	Auctions	Chefs After-Party	Hotel
1	6	8	2	2	16	8	8	8	16	16	6

"THIS IS THE TOP EVENT THERE IS IN THIS CITY."  
- NICK CALIO, EXECUTIVE VICE PRESIDENT, CITIGROUP

"ALL OF THE PEOPLE WHO COME HERE ARE VERY, VERY WELL CONNECTED, THEY ENJOY WINE, BUT THEY ARE ALSO SUPPORTING A VERY IMPORTANT CAUSE, AND THAT'S THE FIGHT AGAINST HEART DISEASE."

- J.D. MURPHY, C.E.O., COMPUTECH

# Presenting Opportunities

## PRIVATE DINNER SERIES PRESENTING SPONSOR (THURSDAY)

\$75,000

### Sponsor-specific benefits

- Speaking time on Thursday
- Award presentation on Thursday and Friday or Saturday
- Ability to sponsor dinner at French Ambassador's Residence with Château Margaux

## VINTNERS DINNER PRESENTING SPONSOR (FRIDAY)

\$75,000

### Sponsor-specific benefits

- Speaking time on Friday evening
- Award presentation on Friday and Saturday evening

## GRAND TASTING PRESENTING SPONSOR (SATURDAY)

\$75,000

### Sponsor-specific benefits

- Speaking time on Saturday evening
- Award presentation on Friday and Saturday evening

### Exclusive Opportunities:

- Presenting Sponsor of an evening
- Customizable Benefits Packages
- Enhanced Recognition and Participation for Particular Evening

### ALL THREE OPPORTUNITIES RECEIVING THE FOLLOWING:

- Exclusive opportunity to own a particular evening as a presenting sponsor – one available per evening
- Opportunity to create customized benefits package
- CEO is designated Member of Heart's Delight Leadership Circle
- Printed Materials to include Company Logo, pending timely notification:
  - Save the date cards (15,000 printed)
  - Invitations (10,000 printed)
  - Heart's Delight web-page recognition with logo and link to company's site ([www.heartsdelightwineauction.org](http://www.heartsdelightwineauction.org))
  - Advertisements promoting the Heart's Delight event with media partners (past partners have included Washingtonian, The Hill, Wine Spectator)
- Corporate recognition in our event electronic newsletters (published monthly)
- Company name and sponsorship promoted through our social media network (Facebook, twitter & blogging)
- Inclusion in all press releases to major media outlets, locally as well as nationally
- Ability to include your press department to promote the relationship with the American Heart Association
- Signage at Friday and Saturday
- Prominent full-page sponsor recognition page in the event program (2,000 printed)
- Corporate tables with signage
- Promotional and sampling opportunities
- Become a Silver Heart and Stroke Champion, a national sponsor recognition program, including a listing in the American Heart Association's National Annual Report

### PRIVATE DINNER SERIES PRESENTING PARTICIPATION BENEFITS \*\*\*\*\* Saturday \*\*\*\*\*

Available	Major Donor	Thursday Dinner	Press Tasting	Chef Lunch	Vintners Dinner	VIP	Bordeaux	Seminars	Auctions	Chefs After-Party	Hotel
1	6	10*	2	0	6	8	4	4	8	8	2

### VINTNERS DINNER PRESENTING PARTICIPATION BENEFITS \*\*\*\*\* Saturday \*\*\*\*\*

Available	Major Donor	Thursday Dinner	Press Tasting	Chef Lunch	Vintners Dinner	VIP	Bordeaux	Seminars	Auctions	Chefs After-Party	Hotel
1	6	4*	2	0	16	8	4	4	8	8	2

### GRAND TASTING PRESENTING PARTICIPATION BENEFITS \*\*\*\*\* Saturday \*\*\*\*\*

Available	Major Donor	Thursday Dinner	Press Tasting	Chef Lunch	Vintners Dinner	VIP	Bordeaux	Seminars	Auctions	Chefs After-Party	Hotel
1	6	4*	2	2	6	16	8	8	16	16	6

\* Preference given to Presenting Sponsor to select a private dinner.

# Leadership Opportunities

THESE ARE HIGH-PROFILE, TOP-TIER SPONSORS OF THE 3-DAY EVENT AND INCLUDE BENEFITS AS WELL AS RECOGNITION ON ALL THREE DAYS.

## BALTHAZAR SPONSOR \$50,000

- Sponsor is a member of Heart's Delight Leadership Circle
- Customizable Benefits Package

Printed Materials to include Company Logo, pending timely notification:

- Save the date cards (15,000 printed)
- Invitations (10,000 printed)
- Signage at Friday and Saturday events
- Heart's Delight web-page recognition with logo and link to company's site ([www.heartsdelightwineauction.org](http://www.heartsdelightwineauction.org))
- Advertisements promoting the Heart's Delight event with media partners (past partners have included Washingtonian, The Hill, Wine Spectator)
- Corporate recognition in our event electronic newsletters (published monthly)
- Company name and sponsorship promoted through our social media network (Facebook, twitter & blogging)
- Inclusion in all press releases to major media outlets, locally as well as nationally
- Ability to include your press department to promote the relationship with the American Heart Association
- Award presentation on Friday and Saturday evening
- Signage at Friday and Saturday
- Prominent full-page sponsor recognition page in the event program (2,000 printed)
- Corporate tables with signage
- Promotional and sampling opportunities
- Become a Silver Heart and Stroke Champion, a national sponsor recognition program, including a listing in the American Heart Association's National Annual Report

### BALTHAZAR SPONSORSHIP PARTICIPATION BENEFITS

\*\*\*\*\* Saturday \*\*\*\*\*

Available	Major Donor	Thursday Dinner	Press Tasting	Chef Lunch	Vintners Dinner	VIP	Bordeaux	Seminars	Auctions	Chefs After-Party	Hotel
4	4	8*	2	0	8	8	4	4	8	8	4

## IMPERIAL SPONSOR \$30,000

- This is the premier version of the three-day pass
- Includes increased visibility and participation

Printed Materials to include Company Logo

- Save the date cards (15,000 printed)
- Invitations (10,000 printed)
- Signage at Friday and Saturday events
- Heart's Delight web-page recognition with logo and link to company's site ([www.heartsdelightwineauction.org](http://www.heartsdelightwineauction.org))
- Advertisements promoting the Heart's Delight event with media partners (past partners have included Washingtonian, The Hill, Wine Spectator)
- Corporate recognition in our event electronic newsletters (published monthly)
- Company name and sponsorship promoted through our social media network (Facebook, twitter & blogging)
- Inclusion in all press releases to major media outlets, locally as well as nationally
- Ability to include your press department to promote the relationship with the American Heart Association
- Award presentation on Friday or Saturday night
- Prominent full-page sponsor recognition page in the event program (2,000 printed)
- Corporate tables with signage
- Promotional and sampling opportunities
- Become a Heart and Stroke Champion, a national sponsor recognition program, including a listing in the American Heart Association's National Annual Report

### IMPERIAL SPONSORSHIP PARTICIPATION BENEFITS

\*\*\*\*\* Saturday \*\*\*\*\*

Available	Major Donor	Thursday Dinner	Press Tasting	Chef Lunch	Vintners Dinner	VIP	Bordeaux	Seminars	Auctions	Chefs After-Party	Hotel
4	4	6*	0	0	6	8	4	4	8	8	3

\* Preference given to 3-day sponsor to select a private dinner.

# Multi-Day Opportunities

THESE ARE GREAT WAYS TO EXPERIENCE THE FUN OVER TWO OR THREE DAYS.

## THREE-DAY PASS \$15,000

Printed Materials to include Company name on the following, pending timely notification:

- Invitations (10,000 printed)
- Signage at Friday and Saturday events
- Heart's Delight web-page recognition with company name listed ([www.heartsdelightwineauction.org](http://www.heartsdelightwineauction.org))
- Corporate recognition in our event electronic newsletters (published monthly)
- Company name and sponsorship promoted through our social media network (Facebook, twitter & blogging)
- Inclusion in all press releases to major media outlets, locally as well as nationally
- Ability to include your press department to promote the relationship with the American Heart Association
- Award presentation on Saturday night
- Full-page sponsor recognition page in the event program (2,000 printed)
- Corporate tables with signage and preferred seating
- Promotional and sampling opportunities
- Become a Heart and Stroke Champion, including a listing in the American Heart Association's Annual Report

THREE-DAY PASS SPONSORSHIP PARTICIPATION BENEFITS \*\*\*\*\* Saturday \*\*\*\*\*

Available	Major Donor	Thursday Dinner	Press Tasting	Chef Lunch	Vintners Dinner	VIP	Bordeaux	Seminars	Auctions	Chefs After-Party	Hotel
5	2	4*	0	0	2	4	4	4	8	8	2

\* Preference given to 3-day sponsor to select a private dinner.

"I THINK A BIG REASON DOCTORS KEEP GETTING BETTER AT FIXING HEARTS IS BECAUSE OF THE AMERICAN HEART ASSOCIATION. THANK YOU FOR HELPING PEOPLE LIKE ME LIVE LONGER AND HEALTHIER LIVES."  
 – CASSIDY, 10, HEART DISEASE SURVIVOR

## TWO-DAY PASS \$12,000

A little taste of Friday and Saturday

- Printed Materials to include Company name on the following, pending timely notification:
  - Invitations (10,000 printed)
  - Signage at Saturday
  - Heart's Delight web-page recognition with company name listed ([www.heartsdelightwineauction.org](http://www.heartsdelightwineauction.org))
- Corporate recognition in our event electronic newsletters (published monthly)
- Ability to include your press department to promote the relationship with the American Heart Association
- Award presentation on Saturday night
- Full-page sponsor recognition page in the event program (2,000 printed)
- Corporate tables with signage
- Promotional and sampling opportunities
- Become a Heart and Stroke Champion, including a listing in the American Heart Association's Annual Report

TWO-DAY PASS SPONSORSHIP PARTICIPATION BENEFITS \*\*\*\*\* Saturday \*\*\*\*\*

Available	Major Donor	Thursday Dinner	Press Tasting	Chef Lunch	Vintners Dinner	VIP	Bordeaux	Seminars	Auctions	Chefs After-Party	Hotel
4	2	0	0	0	2	4	4	4	8	8	1



# Table Sponsorship & Single Day Opportunities

THESE SPONSORSHIPS PRIMARILY FOCUS ON THE FESTIVITIES OF ONE DAY.

## PRIVATE DINNER SERIES (THURSDAY) \$7,500-\$15,000

- Basic sponsorship allows for hosting opportunity at a dinner in an Embassy, Ambassador's Residence, restaurant or private home with six tickets to the dinner.

Printed Materials to include Company name on the following, pending timely notification:

- Invitations (10,000 printed)
- Heart's Delight web-page recognition with name ([www.heartsdelightwineauction.org](http://www.heartsdelightwineauction.org))
- Corporate recognition in our event electronic newsletters (published monthly)
- Company name and sponsorship promoted through our social media network (Facebook, twitter & blogging)
- Speaking time on Thursday evening
- Become a Heart and Stroke Champion, including a listing in the American Heart Association's Annual Report

### PARTICIPATION BENEFITS

\*\*\*\*\* Saturday \*\*\*\*\*

Available	Major Donor	Thursday Dinner	Press Tasting	Chef Lunch	Vintners Dinner	VIP	Bordeaux	Seminars	Auctions	Chefs After-Party	Hotel
10	2	6	0	0	0	0	0	0	0	0	0

Additional Charges Apply for::

- 4 Catering fees
- Donor's wishes to buy out dinner
- Donor's wishes to attend other events
- Exclusivity of the dinner

## VINTNERS DINNER TABLE SPONSOR (FRIDAY) \$15,000

Printed Materials to include Company name on the following, pending timely notification:

- Invitations (10,000 printed)
- Signage at Friday event
- Heart's Delight web-page recognition with company name ([www.heartsdelightwineauction.org](http://www.heartsdelightwineauction.org))
- Advertisements promoting the Heart's Delight event with media partners (past partners have included, Washingtonian, The Hill, Wine Spectator)
- Corporate recognition in our event electronic newsletters (published monthly)
- Ability to include your press department to promote the relationship with the American Heart Association
- Corporate table with signage
- Ability to sit with a winemaker at dinner
- Become a Heart and Stroke Champion, including a listing in the American Heart Association's Annual Report

### PARTICIPATION BENEFITS

\*\*\*\*\* Saturday \*\*\*\*\*

Available	Major Donor	Thursday Dinner	Press Tasting	Chef Lunch	Vintners Dinner	VIP	Bordeaux	Seminars	Auctions	Chefs After-Party	Hotel
12	2	0	0	0	8	0	0	0	0	0	0

"THE AMERICAN HEART ASSOCIATION IS VERY DEAR TO ME AS I HAVE A 5 YEAR OLD NEPHEW WHO IS AWAITING A HEART TRANSPLANT...I'M VERY HONORED TO BE HERE."

- GRAHAM ELLIOT BOWLES, EXECUTIVE CHEF/OWNER, GRAHAM ELLIOT, CHICAGO

# Table Sponsorship & Single Day Opportunities

## GRAND TASTING SPONSOR (SATURDAY) \$7,500

PARTICIPATION BENEFITS

\*\*\*\*\* Saturday \*\*\*\*\*

Available	Major Donor	Thursday Dinner	Press Tasting	Chef Lunch	Vintners Dinner	VIP	Bordeaux	Seminars	Auctions	Chefs After-Party	Hotel
6	0	0	1	0	0	0	4	4	8	8	0

Printed Materials to include Company name on the following, pending timely notification:

- Invitations (10,000 printed)
- Signage at Saturday event
- Heart's Delight web-page recognition with company name ([www.heartsdelightwineauction.org](http://www.heartsdelightwineauction.org))
- Corporate recognition in our event electronic newsletters (published monthly)
- Ability to include your press department to promote the relationship with the American Heart Association
- Preferred seating at formal Bordeaux tasting for you and your guests
- Corporate table with signage and preferred seating
- Become a Heart and Stroke Champion, including a listing in the American Heart Association's Annual Report

"THIS IS THE PREMIER WINE EVENT IN WASHINGTON D.C. EVERY YEAR."  
- BILL PLANTE, CBS NEWS

## TABLE SPONSOR (SATURDAY) \$5,000

PARTICIPATION BENEFITS

\*\*\*\*\* Saturday \*\*\*\*\*

Available	Major Donor	Thursday Dinner	Press Tasting	Chef Lunch	Vintners Dinner	VIP	Bordeaux	Seminars	Auctions	Chefs After-Party	Hotel
5	0	0	0	0	0	0	0	8	8	8	0

Printed Materials to include Company name on the following, pending timely notification:

- Invitations (10,000 printed)
- Signage at Saturday event
- Heart's Delight web-page recognition with company name ([www.heartsdelightwineauction.org](http://www.heartsdelightwineauction.org))
- Corporate recognition in our event electronic newsletters (published monthly)
- Ability to include your press department to promote the relationship with the American Heart Association
- Corporate table with signage
- Become a Heart and Stroke Champion, including a listing in the American Heart Association's Annual Report

"PEOPLE DO COME TO THIS CITY FOR THIS WEEK BECAUSE OF THE WINES."  
- GEORGE VRADENBURG, VRADENBURG FOUNDATION

