



WOMEN'S HEART FOUNDATION

Run For Mom



Sponsorship Proposal 2010



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Presented to: Marketing Director

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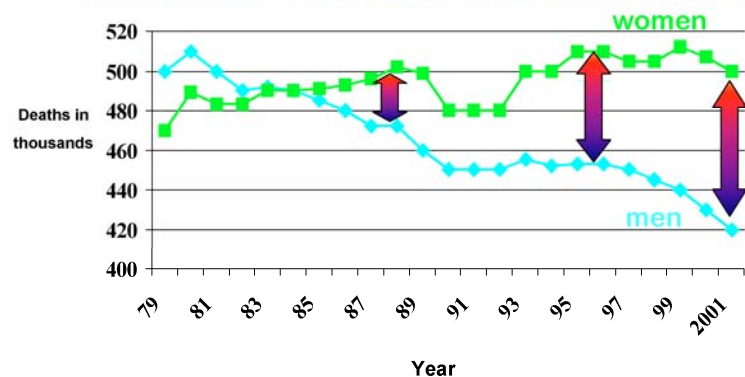
Dear Friend and Potential Sponsor:

The Women's Heart Foundation was founded in 1989 and incorporated in 1992 to battle the No. 1 killer of American women: **Heart Disease**. We've made great strides but still have a long way to go as the gap between men's and women's survival is widening. This annual event commemorates National Women's Health Week and serves as a platform to draw attention to this critical health issue. Special events such as "Run For Mom" (previously known as *Run For Your Heart*) serve to raise awareness of how this disease differs in women and generate funds so that the Women's Heart Foundation can continue its mission. Our organization reaches thousands of women each year -- in the workplace, at health fairs, senior nutrition sites and at symposiums with free heart risk assessments and materials to support a healthy lifestyle. Our website is visited by 4,000 unique visitors a day and our monthly e-newsletter is sent to 1000 subscribers each month.

WHF has nationally acclaimed prevention and wellness programs such as National Women's Heart Week®, Medication Safety and The Gender Care Initiative®. Our Teen Esteem Health and Fitness Program® – a gym alternative for adolescent girls administered as a collaborative at Trenton Central High School - received international acclaim when it was featured at the 2006 First World Congress on Gender Medicine in Berlin, and again, at a second conference in Austria. We are now working with Trenton schools to develop and implement a program for 8th graders – both boys and girls – to start September 2010, as we look for \$60,000 in sponsorships to make this happen for these kids. We are calling this new initiative the HEART FIT KID project. The teen years are the most important ones for developing health behaviors that follow us through our lifetime. If we can impact these young adolescents to make smarter health choices now, we can save many more lives and healthcare dollars in the future. School-based wellness and prevention programs such as these open the door to affordable wellness and prevention for all.

Cardiovascular Disease Mortality Trends

Women's rates are not declining in line with men's



Please consider a sponsorship of **Run For Mom**. You will be giving your company tremendous exposure while helping to fund nationally acclaimed programs that are changing communities. It is our hope that one day soon, heart disease will no longer be the number one killer of our mothers and daughters, sisters and wives. Help us save more women's lives.



Take care of your heart.

Bonnie Arkus, RN
Executive Director & Founder



WOMEN'S HEART FOUNDATION

improving survival and quality of life

Mission:

Women's Heart Foundation, the only non-governmental organization that implements demonstration projects for heart disease prevention, is a 501c3 charity dedicated to improving survival and quality of life.

Goals:

- To provide for the education of women as consumers concerning heart disease as it affects them economically, culturally, physiologically, psychologically and spiritually
- To provide for the education of health professionals concerning the unique needs of women with heart disease
- To advocate for research as it affects women, particularly minority women
- To support women as caregivers.

Run For Mom



- The Women's Heart Foundation will hold its annual *Run For Mom* which is a 1-mile Family Fun Walk and 5k competitive walk/run at the Mercer County Park in West Windsor, NJ on Mother's Day starting at 8:00 A.M.
- The event is funded in part by the Region II Office on Women's Health as part of the NIH Heart Truth Project. The event is timed by L&M Sports; supervision by Baldasari Race Management team. A field of over 300 people is anticipated to participate in the race. There will be prizes for the top male and female finishers and 1st, 2nd and 3rd place in each age category.
- The race will have a festival atmosphere with music, door prizes and a number of different vendors.



Run For Mom



The Race attracts mostly women and their families from New Jersey with some participants traveling in from PA, NY, MD, and DE.





Run For Mom



First Place Man... and First Place Woman.



Sponsorship Elements



The Women's Heart Foundation will provide the following:

Signage

- Two of the sponsor's banners will be displayed near the start / finish line. (Sponsor must mail banners to WHF one week prior to event)
- The sponsor will be recognized on a Women's Heart Leader board

Website

- Each sponsor will receive a web banner on www.womensheart.org site that links back to its site. The sponsor will also receive mentions in other parts of the website that promotes the event.

Comps

- The sponsor will receive ten (10) complimentary invitations to have associates, employees, friends or others participate in the event

Sponsorship Elements



Media Advertising

- The sponsor will receive mentions in newspaper ads and radio spots that promote the event. It is anticipated that the race will have a local radio sponsor and newspaper sponsor.

Event Association

- The sponsor will receive its logo on various collateral materials associated with the event, including flyers, press releases and other associated promotional materials.

Race Invitation

- The sponsor will receive its logo in a program that will be handed out the day of the event with presenting sponsor listed on front of invitational registration form.

Sponsorship Program

- Platinum: \$7,500
- Gold: \$5,000
- Silver: \$2,500
- Bronze: \$1,000
- Table: \$250



Various elements of the packages are outlined on the *Run For Mom* web page at www.womensheart.org



PLATINUM SPONSOR: \$7,500

- Pre-event:
 - Company logo on flyers, back of Walk T-shirt, invitational brochures, collateral material.
 - Media mentions in news ads, press releases, collateral materials and event program w/ company logo
- Event day:
 - Tent canopy provided for company to exhibit near the registration area
 - Recognized race day as a “**Platinum Sponsor**” with accompanying Finish Line Banners WHF creates
 - Signage: Creation of two 2 1/2’ x6’ Finish Line Banners. Designation on “Women’s Heart Leader” board (*make request for banners at least 2 weeks prior to event*)
 - Race invitations—ten comps to associates, employees, friends or others to participate
- Post-event:
 - Recognition with company logo and hyperlink to your company’s website on RUN webpage
 - E-Newsletter: Company logo included on two WHF newsletters distributed to 1000 subscribers- company hyperlink included – under section: *This issue sponsored by...*

GOLD SPONSOR: \$5,000

- Pre-event:
 - Company logo on flyers, back of Walk T-shirt, invitational brochures, collateral material.
 - Media mentions in news ads, press releases, collateral materials and event program w/ company logo
- Event day:
 - Tent canopy provided for company to exhibit near the registration area
 - Recognized race day as a “**Gold Sponsor**” with accompanying Finish Line Banner WHF creates
 - Signage: Posting of up to two 2 1/2’ x 6’ Finish Line Banners. Designation on “Women’s Heart Leader” board
 - Race invitations—ten comps to associates, employees, friends or others to participate
- Post-event:
 - Recognition with company logo and hyperlink to your company’s website on RUN webpage
 - E-Newsletter: Company logo included on one WHF newsletters distributed to 1000 subscribers- under section: *This issue sponsored by...*

SILVER SPONSOR: \$2,000

Pre-event:

- Recognition in releases, posters, flyers and on event “Women’s Heart Leader” board and collateral material
- Recognition with company logo on Women’s Heart dedicated *Run For Mom* webpage

Event day:

- Exhibit table near registration area
- Race invitations—three comps to associates, employees, friends or others to participate
- Recognized race day as a “**Silver Sponsor**” with accompanying Finish Line Banner company provides

BRONZE SPONSOR: \$1,000

Pre-event:

- Recognition in releases, posters, flyers and on event “Women’s Heart Leader” board and collateral material
- Recognition with company logo on Women’s Heart dedicated *Run For Mom* webpage

Event day:

- Exhibit table near registration area
- Race invitations—two comps to associates, employees, friends or others to participate
- Recognized race day as a “**Bronze Sponsor**”

TABLE SPONSOR: \$250

Pre-event:

- Recognition in releases, posters, flyers and on event “Women’s Heart Leader” board
- Recognition on Women’s Heart dedicated *Run For Mom* webpage

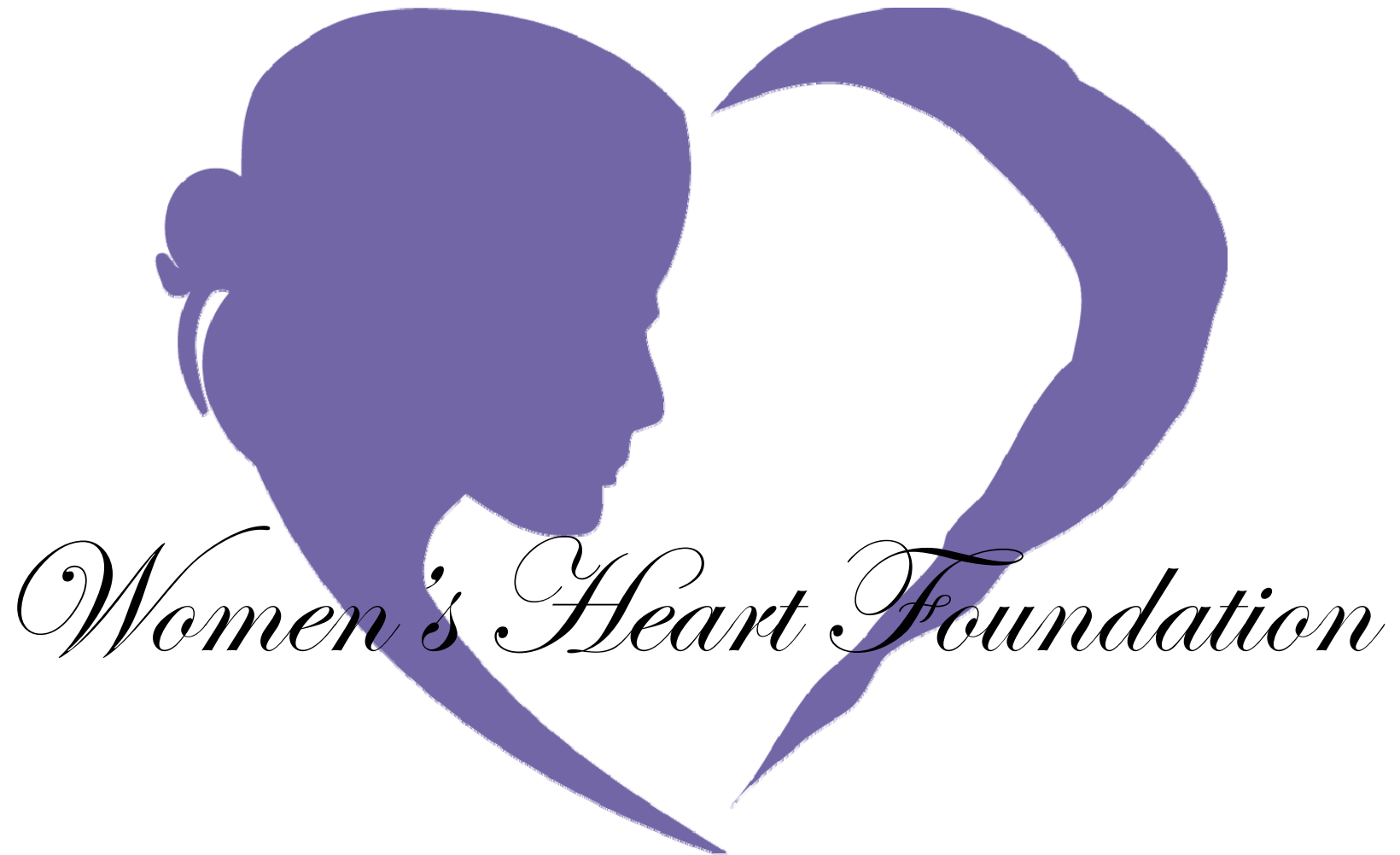
Event day:

- Exhibit table to display vendor materials (certain agreements apply)
- Race invitations—two comps to associates, employees, friends or others to participate

IN-KIND SUPPORT*

- DJ
- Post-event Buffet (pastries, bagels, bananas, oranges, pastries, bottled water, coffee)
- Fitness person to lead warm-ups
- Gifts for goodie bag
- Tent and table rentals
- Ad space in circulated publication

* Recognition based on fair market value of in-kind contribution



Women's Heart Foundation

Dedicated to improving survival and quality of life through instituting prevention programs, education, wellness, and gender care

take care of your heart





WOMEN'S HEART FOUNDATION

SAVE THE DATE



Run For Mom
Sunday, May 9, 2010
Mercer County Park – Marina
8:00 AM Registration

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