

Sponsorship / Marketing Agreement

1. Company Name _____
2. Sponsorship Amount _____
3. Sponsorship to be received by (Due Date-30 days pre-event) _____
4. Multi-Year Sponsorship? Yes / No If yes, how many years? _____
5. Cause / event [list each **cause / event** and the **amount** associated with each event and the **date** for each]
 - A. _____
 - B. _____
 - C. _____
6. Location (market) _____
7. E-1 Code: _____ - _____
8. Please indicate which asset is connected with this sponsorship:

[see page two for list of assets]

Purpose: The purpose of the Event is to benefit the American Heart Association (“AHA”) and advance its non-profit mission of building healthier lives, free of cardiovascular 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 Attn: _____
- 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.
- The AHA’s Tax ID # 13-5613797**

9. Sponsor Contact Information:

Name _____ Title _____
Company Name _____
Address _____
City _____ State _____ Zip _____
Phone _____ Fax _____ Email _____
Signature _____ Date _____

My signature indicates authorization to make this commitment on behalf of the company.

10. American Heart Association Contact Information:

Name _____ Title _____
Address _____
City _____ State _____ Zip _____
Phone _____ Fax _____ Email _____

Thank you for your support of the American Heart Association where our mission is building healthier lives, free of cardiovascular diseases and stroke.

Please fax this form to: _____

For Internal Use Only Contact Signature _____ Date: _____ Mgr. Signature _____ Date: _____
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AHA Campaign Assets

Start! Heart Walk

- Start! Cause
- Signature Sponsor
- CREATE HOPE
- Home is Where the Heart Is
- Survivor Area
- Heart Health
- Faces of Heart
- Tribute Sticker
- Welcome Home
- Memorial Display
- Happy Feet
- Get Healthy
- INSPIRE CHANGE
- Faces of Heart
- Get Healthy
- Take the Pledge
- Lifestyle Change Award

CELEBRATE SUCCESS

- Faces of Heart
- Kid Zone
- Super Start Area
- Making Change
- Eat Street
- Company Photos

ROUTE ASSETS

- Hydrations Station
- Route Rally
- Medical Milestones
- Finish Line
- Start Line

Go Red For Women Luncheon

- City Goes Red (Cause)
- Signature Sponsor
- Love Red Boutique
- Heart-to-Heart
- Survivor Gallery
- Employee Wellness
- Executive Breakfast
- Go Red Girlfriends Channel
- Have Faith in Heart
- Go Red Buzz Event

Learn Red Boutique

- Heart-to-Heart
- Heart CheckUp
- Brown Bag Goes Red
- CPR Anytime
- Local Health Alliance
- Professional Outreach
- Go Red Buzz Event

Look Red Boutique

- Heart-to-Heart
- Go Red "Call" to Action
- VIP Event
- Stewardship Events
- Circle of Red
- Picture and a Promise
- Go Red Buzz Event

Event / Day of

- Eat Your Heart Out Luncheon Meal
- Speak from the Heart
- Go Red Valet
- Red Room Hospitality Lounge
- Go Red Centerpieces
- Go Red Gift Bags
- Open Your Heart

Heart Ball

- Healing Heart Society Champion
- Hopeful Heart Society Champion
- Helping Heart Society Champion
- Heart Ball Signature Sponsor
- Healing Heart Society Host and Hostess Couple
- Hopeful Heart Society Host and Hostess Couple
- Helping Heart Society Host and Hostess Couple

Healing Heart Society

- Research Day
- Speaking Hearts Lecture Series
- Wellness Visit
- GWTG Tie-In
- Science Circle Event
- Day with the Doctor - Heart
- Day with the Doctor - Stroke
- Research Grant Reception
- Healing Heart Live Auction
- Custom Asset(s) in Market

Helping Heart Society

- After Party
- SweetHeart Dessert Challenge
- HeART of the Matter
- Red Wine Tasting
- House Party – Dining Well
- House Party – Living Well
- Helping Hearts Circle
- Chef Selection
- Helping Heart Live Auction
- Custom Asset(s) in Market

Hopeful Heart Society

- Hopeful Futures Family Event
- Hopeful Hearts Quilt
- Poster Contest
- Hopeful Partners Program
- Infant CPR
- Corporate Club Activity
- Hopeful Hearts Picnic
- Hopeful Heart Live Auction
- Custom Asset(s) in Market

Event / Day-of

- Valet
- Gift Bags
- Heart Lounge
- Red Carpet
- Table Photo Cards
- Custom Asset(s) in Market
- Table Sponsor

***If Custom Asset(s) are sold, please describe:** _____