



American
Heart
Association®

THE HEART OF PHILADELPHIA

Spring 2023



With the help of donors in the past, The Heart of Philadelphia Campaign has made a significant impact throughout our area. Your support will not only help us continue to make a difference in the Philadelphia and South New Jersey communities, but also achieve our 2024 impact goal.

philadelphiaheartball.heart.org



Join us as a Champion of Health Equity

2024 IMPACT GOAL

Every person deserves the opportunity for a full, healthy life. As **champions for health equity**, by 2024, the American Heart Association will advance cardiovascular health for all, including identifying and removing barriers to health care access and quality.

1



Investing \$100 million in new **research programs and grants** focused on science-based solutions to health inequities and structural racism.

2

Investing at least \$100M in community-led solutions to address health inequity and structural racism, through our Social Impact Fund, Bernard J. Tyson Impact Fund, and community issues campaigns including Voices for Healthy Kids.



3



Improving access to and the **quality of health care** for under-resourced populations and those in rural communities, as part of our 50-state focus on **Medicaid expansion**.

4

Leveraging our advocacy, science and news media enterprise against companies targeting individuals in disadvantaged communities with unhealthy products.



5



Through a \$32M award to the AHA*, engaging **health centers and communities** to elevate quality, education and patient engagement to **improve blood pressure control**, as part of the U.S. Department of Health and Human Services (HHS) \$121M National Hypertension Control Initiative.

*100% federally funded by OMH/OASH/HRSA/HHS

6

Using our extensive clinical registry programs to capture data and create new scientific knowledge on the health effects of social determinants of health and health care quality variances among racial and ethnic groups.



7

Collaborating with our CEO Roundtable to architect a road map, conceptual framework, and related tools for employers to identify and dismantle practices and policies in the workplace that contribute to structural racism and health inequities.



8



Creating a digital learning platform for clinicians, health professionals, and scientists with courses on issues of reversing structural racism and improving health equity in the delivery of health care.

9



Elevating the focus of our scientific journals, including Circulation and Stroke, on disparities, anti-racism, health equity, community participatory research and implementation science.

10



Increasing the diversity of our workforce, by filling at least one-third of hires with diverse individuals and providing ongoing learning and development experiences for current staff and managers to reduce bias in recruiting and advancement.

With a track record of helping to save and improve lives for nearly 100 years, the American Heart Association is taking bold actions – we call them our **10 Commitments** – to remove barriers to health and advance cardiovascular health for all. We invite you to join us in this life-changing, lifesaving work.



Learn More

2023 Heart of Philadelphia Campaign

The Philadelphia Heart Ball, attended by more than 700 leaders from Philadelphia's corporate, medical, pharmaceutical, and social communities, is the annual gala benefiting the American Heart Association's mission: To be a relentless force for a world of longer, healthier lives.

For more than 65 years, the Philadelphia Heart Ball has promoted the American Heart Association's mission on a local level and thanks to our donor support, we have seen inspiring advances in the fight against heart and stroke related illnesses. This year, the pandemic has presented the American Heart Association with both an imperative and an opportunity to transform our annual Heart Ball and take it beyond the table. The 2023 Heart Ball will bring together our partners to support our mission as we work to ensure equitable health in our communities.

By joining us, you can help continue the impactful work the AHA has done over the past year especially during such a critical time. The American Heart Association can work with you on a specialized sponsorship package that will make a vital difference in the Philadelphia and South New Jersey Communities. Some of the local impact work the AHA has done over the past year includes:

Local Impact

Strengthening the Chain of Survival for Sudden Cardiac Arrest and Stroke

- We distributed **565 Infant CPR Anytime kits to local hospital NICUs**. These kits supported families with high-risk newborns who did not have the opportunity to receive in-person infant CPR and first aid training due to the COVID-19 pandemic.
- We have continued our efforts to **provide CPR in Schools kits to local school districts**, prioritizing The School District of Philadelphia.
- We have **32 hospitals** focusing on improving stroke protocol and treatment guidelines. Every applicable hospital in the region is enrolled in the AHA's Get with the Guidelines Stroke program, an in-hospital program for improving stroke care.



Increasing Nutrition Security



- We distributed **22 freezers to food pantries** located in North and West Philadelphia, and the city of Chester. These freezers provide over 12,000 frozen meals per month to under-resourced individuals and families.
- We have distributed over **2,000 bags of locally grown vegetables and health education resources** at no cost to local residents and launched a vegetable prescription program alongside the same farm and a nearby health center. This program will support patients with uncontrolled hypertension by providing weekly produce vouchers to be redeemed at the farm, and a self-measured blood pressure program including access to a validated blood pressure cuff.
- We have provided over **3,500 nutritious lunches to students** who would normally access free school meals at two high schools in North Philadelphia.

Sponsorship Opportunities



LEGACY SPONSOR | \$125,000

- Two tables at in-person Heart Ball celebration in 2023 (contingent upon state/local guidance for holding events in Philadelphia).
- Company invitation to all VIP digital campaign experiences - series throughout the year.
- Year-round external marketing usage of the American Heart Association Heart Ball logo.
- Four pages in the Heart Ball program book.
- Logo recognition on Heart Ball website and on all event materials, leading up to and at the gala; including Save the Dates & Invitations.
- Logo representation at all Heart Ball related digital events leading up to the gala and on-site recognition at June event.
- Logo recognition on AHA Philadelphia social media platforms leading up to the Heart Ball.
- Opportunity to serve as a sponsor of a portion of the Heart Ball Program (i.e. Silent Auction, Registration Sponsor).
- Opportunity to serve as presenting sponsor of a portion of the Heart Ball program (i.e. Dinner Toast, Open Your Heart Appeal).
- Customizable employee engagement opportunity.

SIGNATURE SPONSOR | \$65,000

- Two tables at in-person Heart Ball celebration in 2023 (contingent upon state/local guidance for holding events in Philadelphia).
- Company invitation to all VIP digital campaign experiences - series throughout the year.
- 90-day external marketing usage of the American Heart Association Heart Ball logo.
- Two pages in the Heart Ball program book.
- Logo recognition on Heart Ball website and on all event materials, leading up to and at the gala; including Save the Dates & Invitations.
- Logo representation at all Heart Ball related digital events leading up to the gala and on-site recognition at June event.
- Logo recognition on AHA Philadelphia social media platforms leading up to the Heart Ball.
- Opportunity to serve as a sponsor of a portion of the Heart Ball Program (i.e. Silent Auction, Registration Sponsor).
- Opportunity to serve as presenting sponsor of a portion of the Heart Ball program (i.e. Dinner Toast, Open Your Heart Appeal).
- Customizable employee engagement opportunity.

PLATINUM SPONSOR | \$50,000

- One table at in-person Heart Ball celebration in 2023 (contingent upon state/local guidance for holding events in Philadelphia).
- Company invitation to all VIP digital campaign experiences - series throughout the year.
- 60-day external marketing usage of the American Heart Association Heart Ball logo.
- One full page in the Heart Ball program book.
- Logo recognition on Heart Ball website and on all event materials, leading up to and at the gala; including Save the Dates & Invitations.
- Logo representation at all Heart Ball related digital events leading up to the gala and on-site recognition at June event.
- Logo recognition on AHA Philadelphia social media platforms leading up to the Heart Ball.
- Opportunity to serve as presenting sponsor of a portion of the Heart Ball program (i.e. Dinner Toast, Open Your Heart Appeal).
- Customizable employee engagement opportunity.

GOLD SPONSOR | \$30,000

- One table at in-person Heart Ball celebration in 2023 (contingent upon state/local guidance for holding events in Philadelphia).
- Company invitation to all VIP digital campaign experiences - series throughout the year.
- 30-day external marketing usage of the American Heart Association Heart Ball logo.
- One full page in the Heart Ball program book.
- Logo recognition on Heart Ball website, save the date and on event materials.
- Logo representation at all Heart Ball related digital events leading up to the gala.
- Listing on Heart Ball invitations.
- Opportunity to serve as a sponsor of a portion of the Heart Ball Program (i.e. Silent Auction, Registration Sponsor).
- Opportunity to serve as a sponsor of a portion of the gala, night of activation (i.e. Tribute Wall, Signature cocktail, Menu Card, etc.)

Sponsorship Opportunities



**THE HEART OF
PHILADELPHIA**

SILVER SPONSOR | \$25,000

- One table at in-person Heart Ball celebration in 2023 (contingent upon state/local guidance for holding events in Philadelphia).
- Company invitation to all VIP digital campaign experiences - series throughout the year.
- One full page in the Heart Ball Program Book.
- Logo on Heart Ball website & event materials.
- Logo representation at all Heart Ball related digital events leading up to the gala.
- Listed recognition on Heart Ball Save the Dates & Invitations.
- Opportunity to serve as a sponsor of a portion of the Heart Ball Program (i.e. Silent Auction, Registration Sponsor).
- Opportunity to serve as a sponsor of a portion of the gala, night of activation (i.e. Tribute Wall, Signature cocktail, Menu Card, etc.)

BEYOND THE TABLE SPONSOR | \$15,000

- One table at in-person Heart Ball celebration in 2023 (contingent upon state/local guidance for holding events in Philadelphia).
- Company invitation to all VIP digital campaign experiences - series throughout the year.
- One full page in the Heart Ball Program Book.
- Logo on Heart Ball website.
- Listed representation at all Heart Ball related digital events leading up to the gala.
- Listed recognition on Heart Ball event materials & signage at the gala.
- Company name on table at the Heart Ball.

SEATING PARTNER | \$10,000

- 6 invitations for in-person Heart Ball celebration in 2023 (contingent upon state/local guidance for holding events in Philadelphia).
- Company invitation to all VIP digital campaign experiences - series throughout the year.
- One full page in the Heart Ball Program Book.
- Listing on Heart Ball website.
- Listed representation at all Heart Ball related digital events leading up to the gala.
- Listed recognition on Heart Ball event materials.
- Listed recognition throughout all Heart of Philadelphia digital events throughout the campaign year.

SEATING PARTNER | \$7,500

- 4 invitations for in-person Heart Ball celebration in 2023 (contingent upon state/local guidance for holding events in Philadelphia).
- Company invitation to all VIP digital campaign experiences - series throughout the year.
- One full page in the Heart Ball Program Book.
- Listing on Heart Ball website.
- Listed representation at all Heart Ball related digital events leading up to the gala.
- Listed recognition on Heart Ball event materials.
- Listed recognition throughout all Heart of Philadelphia digital events throughout the campaign year.

SEATING PARTNER | \$5,000

- 2 invitations for in-person Heart Ball celebration in 2023 (contingent upon state/local guidance for holding events in Philadelphia).
- 10 invitations to all VIP digital campaign experiences - series throughout the year.
- One full page in the Heart Ball Program Book.
- Listing on Heart Ball website.
- Listed representation at all Heart Ball related digital events leading up to the gala.
- Listed recognition on Heart Ball event materials.
- Listed recognition throughout all Heart of Philadelphia digital events throughout the campaign year.

SEATING PARTNER | \$2,500

- 2 invitations for in-person Heart Ball celebration in 2023 (contingent upon state/local guidance for holding events in Philadelphia).
- One full page in the Heart Ball Program Book.

Year-Round Engagement Opportunities:

Throughout the year we partner with corporations to educate, rally and inspire their employee base through wellness initiatives and empower our community to advocate for their health through various events and marketing campaigns.

Heart Ball sponsorships are unique: they are not one size fits all. The American Heart Association team will work with you to build a custom sponsorship opportunity that fits the needs of your organization. Whether you are interested in community impact, employee engagement, volunteerism or brand alignment, we will have the right opportunity for you.



For sponsorship or additional information regarding participation, please contact:

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