19TH ANNUAL

Heart's Delight Wine Tasting & Auction

Sponsorship Opportunities

May 9-12, 2018

WINE TASTING
ESTD 1999
HEART'S DELIGHT
& AUCTION

to benefit the American Heart Association

www.heartsdelightwineauction.org

Heart's Delight
Presenting Opportunities

Presenting Sponsorships are high-profile, top-tier sponsorships with benefits and recognition on all four days.

Heart's Delight Presenting Sponsor $125,000

Heart's Delight Wine Tasting & Auction Presented by (Your Company)
Exclusive Opportunity, sold to 1 company only
Prominent recognition throughout the entire year and during the events
Customizable benefits plan throughout the events

- On stage award presentation on Wednesday, Friday and Saturday events
- Speaking time on each night
- Preference given for Thursday Dinner Series selection
- Generous ticket allocation for all of the events and hotel accommodations
- Exclusive company logo recognition:
  - Invitation (7,500 printed)
  - Event Program (1,500 printed)
  - Event signage for all four days
  - Heart's Delight website (linked to your website)
  - Placement with Media Sponsors
- Three full pages in Event Program
- Recognition includes:
  - Increased visibility and exclusive participation throughout Heart's Delight
  - Promotional and Sampling Opportunities
  - Ability to include your press department to promote relationship with the American Heart Association
  - Listing in the American Heart Association's Annual Report

Heart's Delight Presenting Sponsor (Day-Specific) $75,000

Choose one event to make your own — Wednesday, Thursday, Friday or Saturday
Each day is an exclusive opportunity, sold to 1 company only
Prominent recognition throughout the entire year and during your event

- On stage award presentation
- Generous ticket allocation for all of the events
- Exclusive company logo recognition:
  - Invitation (7,500 printed)
  - Event Program (1,500 printed)
  - Event signage for all four days
  - Heart's Delight website (linked to your website)
  - Placement with Media Sponsors
- Two full pages in Event Program
- Generous ticket allocation for all of the events and hotel accommodations
- Exclusive benefits for your specific event

Heart's Delight Leadership Opportunities

Leadership Sponsorships are high-profile, top-tier sponsorships with benefits and recognition on all four days, including:

Promotional and Sampling Opportunities
Increased visibility and participation throughout Heart's Delight
Ability to include your press department to promote relationship with the American Heart Association
Listing in the American Heart Association's Annual Report

Collectors Dinner Sponsor $50,000

Premier sponsor for Collectors Dinner on Wednesday, May 9
Recognition throughout the entire year and during the events
Exclusive opportunity, sold to 1 company only

- On stage award presentation on Wednesday, Friday and Saturday events
- Speaking time during Collectors Dinner
- Opportunity to select winemaker to be seated with at Collectors Dinner
- Generous ticket allocation for all of the events and hotel accommodations
- Company logo on Collectors Dinner menu
- Company Logo recognition:
  - Invitation (7,500 printed)
  - Event Program (1,500 printed)
  - Event signage for all days
  - Heart's Delight website (linked to your website)
  - Placement with Media Sponsors
- Two full pages in Event Program

Balthazar Sponsor $50,000

Recognition throughout the entire year and during the events
Customizable benefits plan throughout the events

- On stage award presentation on Wednesday, Friday and Saturday events
- Earlier preference given for Thursday Dinner Series selection
- Generous ticket allocation for all of the events and hotel accommodations
- Company Logo recognition:
  - Invitation (7,500 printed)
  - Event Program (1,500 printed)
  - Event signage for all days
  - Heart's Delight website (linked to your website)
  - Placement with Media Sponsors
- Two full pages in Event Program

Imperial Sponsor $30,000

Recognition throughout the entire year and during the events

- On stage award presentation on Wednesday, Friday and Saturday events
- Generous ticket allocation for all of the events
- Company Logo recognition:
  - Invitation (7,500 printed)
  - Event Program (1,500 printed)
  - Event signage for all four days
  - Heart's Delight website (linked to your website)
  - Placement with Media Sponsors
- One full page in Event Program

Congress Has Heart
Wednesday, May 9, 2018

All Congress Has Heart Sponsorships include:

Ability to include your press department to promote relationship with the American Heart Association
Increased recognition on Wednesday

Congress Has Heart Presenting Sponsor $75,000

Congress Has Heart Presented by (Your Company)
Exclusive opportunity, sold to 1 company only
Enhanced recognition at reception with customizable benefits plan throughout the events

- Please see the Presenting Opportunities page for more information

Collectors Dinner Sponsor $50,000

Premier sponsor for Collectors Dinner on Wednesday, May 9
Recognition throughout the entire year and during the events
Exclusive opportunity, sold to 1 company only

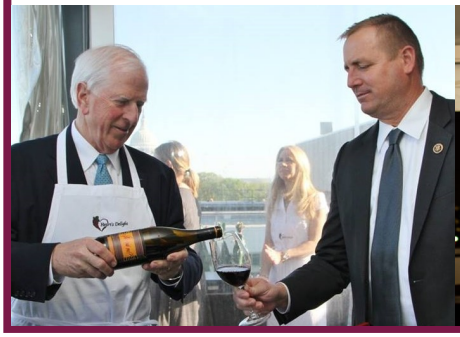
- Please see the Leadership Opportunities page for more information

Winemaker Sponsor $10,000

- 10 tickets to the Congress Has Heart Reception
- 2 tickets to the Collectors Dinner
- On stage award presentation on Wednesday
- Company name recognition:
  - Invitation (7,500 printed)
  - Event Program (1,500 printed)
  - Heart's Delight website
- Full page in Event Program

Congress Has Heart Sponsor $5,000

- 6 tickets to the Congress Has Heart Reception
- Company name recognition:
  - Invitation (7,500 printed)
  - Event Program (1,500 printed)
  - Event signage
  - Heart's Delight website



Embassy & Winemaker Dinner Series

Thursday, May 10, 2018

All Embassy & Winemaker Dinner Series Sponsorships include:

Hosting opportunity at an Embassy, Ambassador's residence, restaurant or private home
Ability to include your press department to promote relationship with the American Heart Association
Listing in American Heart Association's Annual Report

Presenting Sponsor $75,000

Exclusive opportunity, sold to 1 company only
Given first preference on dinner selection
Enhanced recognition at your dinner with customizable benefits plan throughout the events

- Please see the Presenting Opportunities page for more information

Dinner Series Sponsor $10,000 - $50,000

Venue, chef, winemaker, and ticket allocation dependent upon the level of sponsorship
Opportunity given to buy out your dinner

- 6 tickets to chosen dinner (basic sponsorship)
- Speaking time at your dinner
- Company recognition (logo used at $25,000+ level):
  - Invitation (7,500 printed)
  - Event Program (1,500 printed)
  - Heart's Delight Website
  - Dinner menu cards
- 2-page spread highlighting your dinner in Event Program

Vintners Dinner
Friday, May 11, 2018

All Vintners Dinner Sponsorships include:

Increased recognition on Friday
Ability to include your press department to promote relationship with the American Heart Association
Listing in the American Heart Association's Annual Report

Presenting Sponsor $75,000

Vintners Dinner Presented by (Your Company)
Exclusive opportunity, sold to 1 company only
Enhanced recognition at the Vintners Dinner with customizable benefits plan throughout the events

- Please see the Presenting Opportunities page for more information

Vintners Dinner Table Sponsor $15,000

- 1 Table (8 tickets) to the Vintners Dinner
- 8 tickets to the Major Donor Reception
- 4 tickets to Congress Has Heart Reception
- Company name recognition:
  - Invitation (7,500 printed)
  - Event Program (1,500 printed)
  - Event Signage
  - Heart's Delight website

Grand Tasting & Auction

Saturday, May 12, 2018

All Grand Tasting & Auction Sponsorships include:
Ability to include your press department to promote relationship with the American Heart Association
Increased recognition for all of Saturday's events

Presenting Sponsor $75,000

Grand Tasting & Auction Presented by (Your Company)
Exclusive opportunity, sold to 1 company only
Enhanced recognition for all of Saturday's events with customizable benefits plan throughout the events

- Please see the Presenting Opportunities page for more information

Grand Tasting Sponsor $10,000

- 8 tickets to the Grand Tasting & Auction and Saturday VIP Reception
- 4 tickets to the Seminars; 4 tickets to the Bordeaux Master Class
- Company name recognition:
  - Invitation (7,500 printed)
  - Event Program (1,500 printed)
  - Event signage
  - Heart's Delight website
- Full page in Event Program

Grand Tasting Table Sponsor $5,000

- 1 table (8 tickets) to the Grand Tasting & Auction
- 8 tickets to the Seminars
- Company name recognition:
  - Invitation (7,500 printed)
  - Event Program (1,500 printed)
  - Event signage
  - Heart's Delight website