

22nd annual

# Heart's Delight Wine Tasting & Auction

## SPONSORSHIP OPPORTUNITIES

May 4-7, 2022



to benefit the American Heart Association

[www.heartsdelightwineauction.org](http://www.heartsdelightwineauction.org)

# Heart's Delight Wine Tasting & Auction

Master winemakers. Culinary greats. Distinguished guests. Be a part of the nation's only four-day celebration of exceptional food and wine benefiting the American Heart Association. With our 21 year history of incredible generosity from around the world, Heart's Delight has raised more than 20 million dollars net for the American Heart Association.

May 4

## Congress Has Heart

Our Congress Has Heart celebration will showcase some of the best in American wine. Highlighted wines will be presented by owners and winemakers and will include a live auction.

### **Location:**

Rooftop  
101 Constitution Avenue

### **Time:**

6:00 – 8:00 pm

## Collectors Dinner

The reception is followed by a BYO-style dinner in the company of the participating winemakers.

### **Location:**

Charlie Palmer Steak  
101 Constitution Avenue

### **Time:**

8:00 – 10:30 pm

May 5

## Embassy & Winemaker Dinner Series

The evening offers intimate wine dinners throughout Washington, DC. Each dinner has a host, chef and winemaker. Past years our Embassy partners included France, Brazil, Australia, Liechtenstein, The Netherlands and Portugal. For full list of partners, please reference the back of this sheet.

### **Location:**

Embassies, restaurants  
and private residences

### **Time:**

Approximately 7:00 pm

May 6

## Vintners Dinner & Auction

The evening will highlight the wines of Château Lafite Rothschild presented by Jean-Guillaume Prats. The live auction, led by Sotheby's Jamie Ritchie will feature wine directly from the cellars of our friends from Bordeaux in grand format.

### **Location:**

Andrew W. Mellon  
Auditorium  
1301 Constitution Avenue,

### **Time:**

6:30 – 11:00 pm

May 7

## Bordeaux Master Class & Grand Tasting

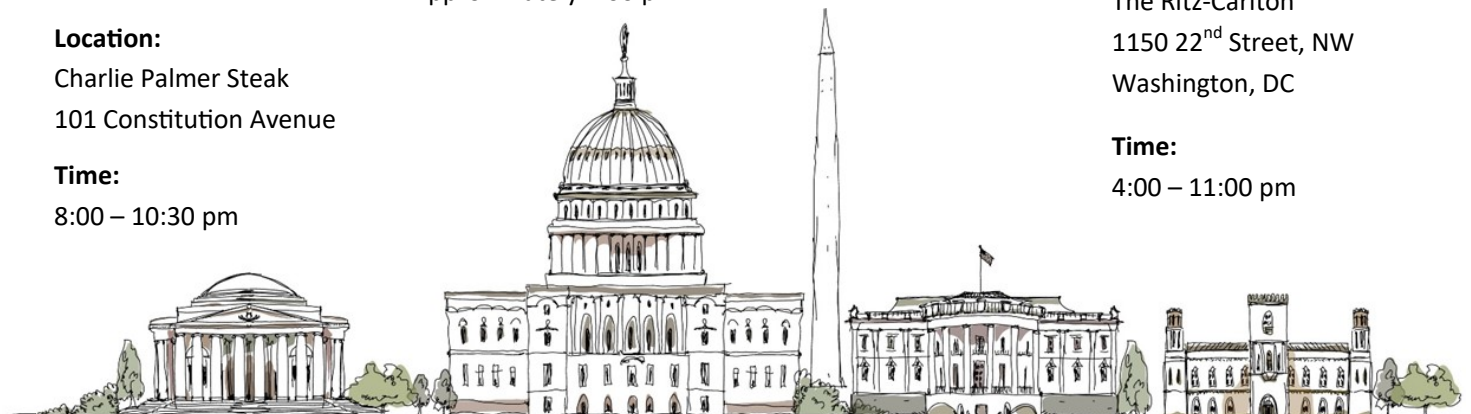
The evening begins with a virtual tour of Bordeaux including a unique Master Class. The adventure continues with exciting seminars and food prepared by some of the nation's top chefs. During the Grand Tasting Reception, guests will have the opportunity to bid on exclusive travel packages, dining experiences & exceptional wines during the spirited silent and live auctions.

### **Location:**

The Ritz-Carlton  
1150 22<sup>nd</sup> Street, NW  
Washington, DC

### **Time:**

4:00 – 11:00 pm



**Sponsorship** opportunities range from \$5,000 - \$125,000

**Ticket** prices range from \$200 - \$2,000

### **Heart's Delight attendee demographics**

**Male:** 58% **Female:** 42%

**Affluent:** average annual household income of \$475,000+

**Educated:** 96% of guests hold an advanced degree

**Epicurean:** well-traveled, experienced diners, collectors

**Leaders:** prominent figures in government, national and regional businesses, health care, hospitality

### **Mission of the American Heart Association and the American Stroke Association**

The American Heart Association's mission is to be a relentless force for a world of longer, healthier lives. Heart disease is currently the top leading cause of death in the United States and stroke is the fifth leading cause of death and a leading cause of disability in the United States.

### **Past Chairmen**

Mitch Bainwol, Ford Motor Company

Mark Bisnow, Bisnow Media

Thomas Hale Boggs, Jr.\*

Hon. John Breaux, Squire Patton Boggs

Nicholas Calio, Airlines for America

Scott Greenberg, Greenberg, Wexler & Eig, LLC

John Kane, Aton Strategies LLC

Brian Kearney, Kearney & Company

Hon. Trent Lott, Squire Patton Boggs

David Marventano, Fluor Corporation

Matthew Shay, National Retail Federation

Samuel Schreiber, TruStar Bank

Richard Thompson, Akin Gump

George Vradenburg, The Vradenburg Foundation

### **Past Honorees**

The Honorable Richard Burr

The Honorable Saxby Chambliss

The Honorable Richard B. Cheney

The Honorable James E. Clyburn

The Honorable Ander Crenshaw

The Honorable Bill Frist

The Honorable Steny Hoyer

The Honorable John Larson

The Honorable Jim McCrery

The Honorable Lisa Murkowski

The Honorable Richard Neal

The Honorable Paul Ryan

### **Past Participating Premier Grand Crus**

Château Cheval Blanc & Château d'Yquem presented by Pierre Lurton

Château Haut Brion presented by HRH Prince Robert of Luxembourg & Jean-Philippe Delmas

Château Latour presented by Florence Pinault-Rogers & Frederic Engerer

Château Margaux presented by Paul Pontallier & Thibault Pontallier

Château Mouton Rothschild presented by Philippe Sereys de Rothschild, Julien de Beaumarchais de Rothschild and Philippe Dhalluin

### **Past Participating Embassies and Official Residences**

Residence of Argentina

Embassy of Australia

Residence of Austria

Residence of Brazil

Residence of Canada

Residence of Chile

Residence of Colombia

Residence of France

Residence of Germany

Residence of Greece

Residence of Iceland

Residence of India

Residence of Italy

Residence of Liechtenstein

Residence of New Zealand

Residence of the Philippines

Residence of Portugal

Embassy of Singapore

Residence of South Africa

Residence of Spain

Residence of Turkey

### **Past Selection of Corporate Sponsors**

Akin Gump

American Airlines

Amtrak

AT&T

Chevron

Coca-Cola

Daimler

Ernst & Young

Exelon

Fluor

Ford Motor Company

General Dynamics

JetBlue

PwC

Total Wine & More

Visa

# HEART'S DELIGHT PRESENTING OPPORTUNITIES

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

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## HEART'S DELIGHT PRESENTING SPONSOR - \$125,000

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**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 (1,700 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

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## HEART'S DELIGHT PRESENTING SPONSOR (Day-Specific) - \$75,000

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**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 (1,700 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

# LEADERSHIP OPPORTUNITIES & PRESENTING SPONSORSHIPS

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## CONGRESS HAS HEART: UNITED STATES OF WINE CHAIR & PRESENTING SPONSOR - \$75,000

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- Serve as a volunteer leader of Heart's Delight on Wednesday, May 4, 2022
- Help team reach the event fundraising objectives
- Join the Heart's Delight Executive Committee
- Guest pourer with Member of Congress of your choice
- Choice of winemaker to sit with at Collectors Dinner
- Guest gift co-branded with Heart's Delight
- Speaking time during the reception
- On stage award presentation on Friday & Saturday
- Generous ticket allocation for all of the events
- Prime Company Logo recognition:
  - Invitation (7,500 printed)
  - Event Program (1,700 printed)
  - Event signage
  - Heart's Delight website
- 2 Full pages in Event Program

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## PRIVATE DINNER SERIES CHAIR & PRESENTING SPONSOR - \$75,000

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- Serve as a volunteer leader of Heart's Delight on Thursday, May 5, 2022
- Help team reach the event fundraising objectives
- Join the Heart's Delight Executive Committee
- Exclusive opportunity at Ambassador's Residence/Dinner
- Guest gift co-branded with Heart's Delight
- Transportation arrangements for the evening
- Speaking time at your dinner
- Generous ticket allocation for all of the events
- On stage award presentation on Wednesday, Friday and Saturday events
- Prime Company Logo recognition:
  - Invitation (7,500 printed)
  - Event Program (1,700 printed)
  - Event signage
  - Heart's Delight website
- 2 Full pages in Event Program

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## VINTNERS DINNER CHAIR & PRESENTING SPONSOR - \$75,000

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- Serve as a volunteer leader of Heart's Delight on Friday, May 6, 2022
- Help team reach the event fundraising objectives
- Join the Heart's Delight Executive Committee
- Unique paddle presentation during major donor reception
- Opportunity for VIP to be seated at your table
- Ability to attend menu tasting
- Speaking time during the dinner
- Generous ticket allocation for all of the events
- On stage award presentation on Wed & Saturday
- Prime Company Logo recognition:
  - Invitation (7,500 printed)
  - Event Program (1,700 printed)
  - Event signage
  - Heart's Delight website
- 2 Full pages in Event Program

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## GRAND TASTING CHAIR & PRESENTING SPONSOR - \$75,000

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- Serve as a volunteer leader of Heart's Delight on Saturday, May 7, 2022
- Help team reach the event fundraising objectives
- Join the Heart's Delight Executive Committee
- Bordeaux Master Class priority seating
- Opportunity to have a guest sommelier for your table
- Special chef's creation for your table
- Speaking time during the reception
- On stage award presentation on Wed & Friday
- Generous ticket allocation for all of the events
- Prime Company Logo recognition:
  - Invitation (7,500 printed)
  - Event Program (1,700 printed)
  - Event signage
  - Heart's Delight website
- 2 Full pages in Event Program

# 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

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### COLLECTORS DINNER SPONSOR - \$50,000

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Premier sponsor for Collectors Dinner on Wednesday, May 4  
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 (1,700 printed)
  - Event signage for all days
  - Heart's Delight website (linked to your website)
  - Placement with Media Sponsors
- Two full pages in Event Program

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### BALTHAZAR SPONSOR - \$50,000

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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 (1,700 printed)
  - Event signage for all days
  - Heart's Delight website (linked to your website)
  - Placement with Media Sponsors
- Two full pages in Event Program

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### IMPERIAL SPONSOR - \$30,000

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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 (1,700 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 4, 2022

All Congress Has Heart Sponsorships include:

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

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### CONGRESS HAS HEART PRESENTING SPONSOR - \$75,000

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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

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### COLLECTORS DINNER SPONSOR - \$50,000

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Premier sponsor for Collectors Dinner on Wednesday, May 4

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

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### WINEMAKER SPONSOR - \$10,000

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- 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 (1,700 printed)
  - Heart's Delight website
- Full page in Event Program

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### CONGRESS HAS HEART SPONSOR - \$5,000

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- 6 tickets to the Congress Has Heart Reception
- Company name recognition:
  - Invitation (7,500 printed)
  - Event Program (1,700 printed)
  - Event signage
  - Heart's Delight website



# EMBASSY & WINEMAKER DINNER SERIES

## Thursday May 5, 2022

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

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### PRESENTING SPONSOR - \$75,000

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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

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### DINNER SERIES SPONSOR - \$10,000 - \$50,000

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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 (1,700 printed)
  - Heart's Delight Website
  - Dinner menu cards
- 2-page spread highlighting your dinner in Event Program





# VINTNERS DINNER & AUCTION

## Friday May 6, 2022

All Vintners Dinner Sponsorships include:

Increased recognition on Friday

Ability to include your press department to promote relationship with the American Heart Association

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### PRESENTING SPONSOR - \$75,000

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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

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### VINTNERS DINNER TABLE SPONSOR - \$15,000

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- 1 Table (8 tickets) to the Vintners Dinner
- 8 tickets to the Major Donor Reception
- Option for a visiting winemaker to be seated at your table
- Company name recognition:
  - Invitation (7,500 printed)
  - Event Program (1,700 printed)
  - Event Signage
  - Heart's Delight website



# GRAND TASTING & AUCTION

## Saturday May 7, 2022

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

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### PRESENTING SPONSOR - \$75,000

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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

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### GRAND TASTING SPONSOR - \$10,000

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- 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 (1,700 printed)
  - Event signage
  - Heart's Delight website
- Full page in Event Program

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### GRAND TASTING TABLE SPONSOR - \$5,000

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- 1 table (8 tickets) to the Grand Tasting & Auction
- 8 tickets to the Seminars
- Company name recognition:
  - Invitation (7,500 printed)
  - Event Program (1,700 printed)
  - Event signage
  - Heart's Delight website

