

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 20 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.

April 29

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

April 30

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 1

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
Washington, DC

Time:

6:30 – 11:00 pm

May 2

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 22nd 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 build healthier lives, free of cardiovascular diseases and stroke. 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. We are also very proud that 84 cents of every dollar raised through Heart's Delight goes to this mission.

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, Chain Bridge Bank, N.A.

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 Gabon

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

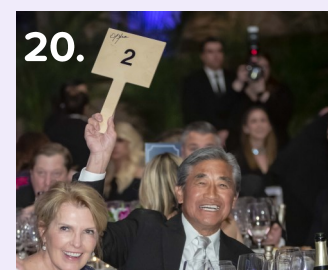
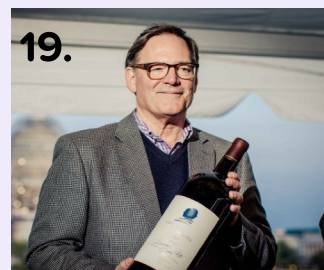
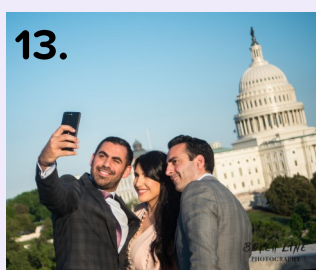
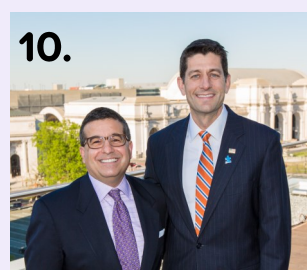
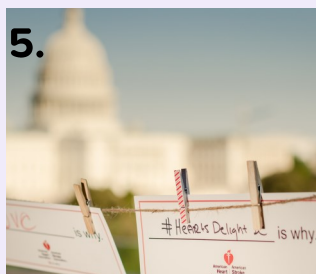
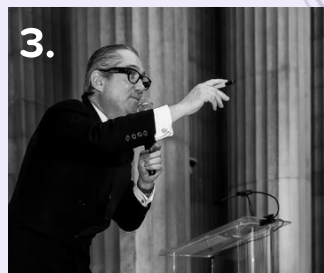
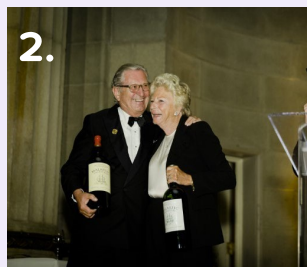
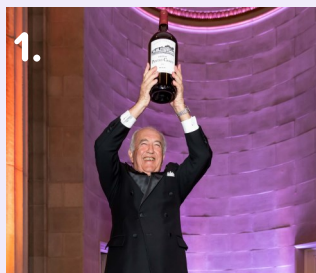
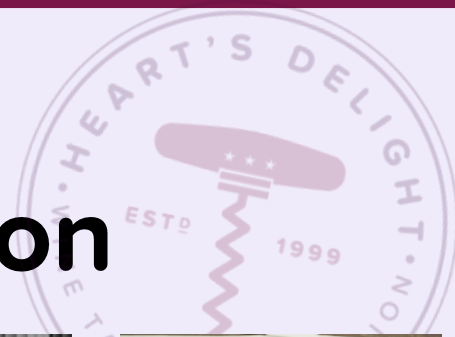
JetBlue

PwC

Total Wine & More

Visa

Heart's Delight Wine Tasting & Auction



Through the generosity of so many winemakers, ambassadors, chefs, auction donors & sponsors, we have raised over 20 million dollars net for the fight against heart disease & stroke.

- 1. Alfred Tesseron of Château Pontet-Canet onstage with his 100 point large format during the Vintners Dinner live auction**
- 2. Alfred-Alexandre and Michèle Bonnie of Château Malartic-Lagravière on stage during the Live Auction at the Vintners Dinner**
- 3. Jamie Ritchie of Sotheby's Worldwide, auctioneer of Heart's Delight Auction**
- 4. Winemaker, Noah Dorrance with Dalmer's Jake Jones at Congress Has Heart Reception**
- 5. Life is Why signs hanging at Congress Has Heart supporting the American Heart Association's mission**
- 6. Conrad Kenley of LCG Inc. bidding during the Grand Tasting Reception live auction**
- 7. Bordelais from the 2018 Vintners Dinner, plus Chef Daniel Boulud and Jamie Ritchie of Sotheby's Wine, with their large format bottles on stage at the Vintners Dinner**
- 8. Award winning chef, Graham Elliot, at the Grand Tasting Reception**
- 9. Thibault Pontallier of Château Margaux, Chef Daniel Boulud, and Jamie Ritchie of Sotheby's at the Vintners Dinner.**
- 10. Past chairman, David Marventano of Fluor, with Speaker Paul Ryan at Congress Has Heart Reception**
- 11. Large Format bottles for the live auction on display at the Vintners Dinner**
- 12. Elizabeth Vianna of Chimney Rock auctioning off a 6-liter at Congress Has Heart**
- 13. The Capitol is a beautiful backdrop for our Congress Has Heart Reception**
- 14. Julien Beaumarchais de Rothschild of Château Mouton Rothschild proudly displaying his 2000 Jeroboam during the Vintners Dinner live auction**
- 15. Guests celebrating their big auction win at the Grand Tasting**
- 16. Heart's Delight Sommelier Circle at the Collectors Dinner at Charlie Palmer**
- 17. Participating chefs at the 2018 Grand Tasting**
- 18. Guests toasting at the Vintners Dinner**
- 19. Michael Silacci of Opus One during the live auction at our Congress Has Heart Reception**
- 20. Dennis Yee, Abacus Technology Corporation, bidding during the live auction at the Vintners Dinner**

HEART'S DELIGHT WINE TASTING & AUCTION



What people are saying about us...

"I'm just privileged to be here to support the Heart's Delight, which has raised millions of dollars for prevention of heart disease and strokes and I think that with all these Bordeaux providers who have come in from France, their generosity and providing the wines and coming here personally to support this event for the 10th year, I'm just honored to be here, it's a great event."

- **Robert Parker**
The Wine Advocate

"What's interesting with Heart's Delight is that we meet the guests several times. Usually when we tour around the world to promote our Château Smith-Haut-Lafitte it's a one day event but here you find your friend and you belong to a sort-of tribe. So this we like."

- **Florence Cathiard**
Owner, Château Smith-Haut-Lafitte

"[Participating in Heart's Delight] means a lot. The restaurants and other chefs involved are of a very high caliber, so it is very humbling to be part of that group."

- **Danny Lee**
Chef/Owner, CHIKO and Mandu, Washington, DC

"There are a lot of wine events in the world, but not very many of them feature such a range of Bordeaux chateaux. The Bordelais are so successful that they rarely have to travel - normally you have to go to them. So this is a very unusual and privileged event to be able to taste these wines. And this is not a one-of-a-kind year; they do this every year after year."

- **Tom Matthews**
Executive Editor, Wine Spectator

"I'm really excited to be here tonight. It's an amazing event. It's a great cause, one that is actually near and dear to me and my family. We're surrounded by beautiful people doing amazing food, wine and you know, the ambience, the setting. Everything is as perfect as can be." "This is actually my 10th year supporting it, longer than any other event I've done."

- **Graham Elliot**
Celebrity Chef, Gideon Sweet, Chicago

"There is nothing else equal in the world to this event. It has become like a family, really. There are some people we see every year. There's a lot of emotion, and wine is about emotion."

- **Charlotte Denjean**
Château Lagrange

"The uniqueness is really created by the fact that the winemakers come here year after year and spend their time to bring their wines plus the fact that you've got a very loyal crowd of people who support the event." "They [the producers] have built up a great camaraderie and friendship with the people who support the event year after year. So you have a familiar, fun and friendly atmosphere where everyone knows each other and everyone appreciates what each other does."

- **Jamie Ritchie, Worldwide Head; Sotheby's Wine**
Heart's Delight Auctioneer since 1999

"We love to come here because it's a cause we like to support. It is a mixture of friendship and feeling a part of the family of Heart's Delight."

- **Dominique Baly**
Owner; Château Coutet

"It's a really great event. You have a lot of great DC chefs, almost every great DC chef is here. And then you have chefs from New York—you have Gabrielle Hamilton from Prune and Bill Telepan from Telepan. These are legendary chefs. I think if I wasn't working it I would be drinking wine and helping the cause."

- **Michael Friedman**
Chef; The Red Hen, Washington, DC

"We are always looking for great reasons to celebrate food and if we can do it for a great cause it's worth travelling 3,000 miles across the county for."

- **David Kinch**
Executive Chef; Manresa

“It’s very unusual bringing over a first growth supplier every year, and doing a vertical of some of the best French wines in the world. This is a special night. This is a special week . . . all of them different in character. People do come to this city for this week because of the wines.”

- **George Vradenburg**
Vradenburg Foundation

“We don’t often get the opportunity to come to an event of this caliber that can raise so much money in one night.”

- **Nicole Krasinski**
Chef & co-owner, State Bird Provisions, San Francisco

“...it’s incumbent on all of us to work together to support and expand research efforts and to increase education on heart disease and strokes, so that we may all live healthier lives. That’s why I am a proud supporter of the Heart’s Delight Wine Tasting and Auction. Not only do I get a fun chance to showcase my pouring skills honed in my district over the years, but I get to support a critically important cause and be part of a community working to build a healthier future for everyone.”

- **The Honorable Mike Thompson**
Congressman, California

“It’s the whole ambiance- I think everybody is together and you feel a great [sense of] human[ity] besides all the great things like tasting wine, dinners, or whatever. But besides you really feel that the people are extremely involved and I am pleased to participate like I am.”

- **Alfred Tesseron**
Owner; Château Ponet-Canet

“You can buy wine just about anywhere, but making it for a good cause makes it special. I lost my father to heart disease so there is a certain personal commitment to this, and we have a lot of fun! I mean, the auctions are fun, Jamie Ritchie is a wild man, and we have a good time doing this.”

- **Chet Thaker**
CEO; TeleBright Software Corporation

“It shows the quality of people involved, the wineries that step up to the plate, the chefs that step up to the plate and you really have a home run and the people are really supported, the auction is great—it is a first class event.”

- **Shawn McClain**
Chef, Sage Restaurant, Aria Resort & Casino, Las Vegas

What’s really interesting about this is being in the United States —it is so rare in the States to have an event that puts Bordeaux at its heart. Also it feels good to come to an event which is doing good, it is actually not just about the wine but it is about a bigger picture.”

- **Jane Anson**
Decanter & Author, Bordeaux Legends

“It’s a great event, It’s always a lot of fun. And just trying to figure out what you are going to do for your station. You know, make it fun and thematic and have it make sense and you know, see what all the other chefs are doing and it’s fun. It’s always fun.”

- **Brooks Headley**
Superiority Burger, NYC

“Heart’s Delight is the preeminent charity Bordeaux-focused wine event and also raises a tremendous amount of money.”

- **Ray Isle**
Wine Editor; Food & Wine magazine

“It’s a great event. I love the wine. I love the people. I like to be in the area and everyone is very grateful. So, you know, we get asked to do a lot of benefits so the more kind and appreciative people are, it goes a long way.”

- **Gabrielle Hamilton**
Executive Chef/Owner; Prune, NYC

“It’s literally the best event in North America that you can come to taste French wine add to that the fact the executive chefs of the nicest restaurants you might go on OpenTable for and wait for weeks to get a reservation are actually standing here serving you the food, telling you that it made sense with their childhood and where they grew up and why they like it.”

- **Carl Beauregard**
Heart’s Delight Supporter

Heart's Delight Wine Tasting & Auction 2020 Sponsorship Opportunities

Presenting Opportunities

<p>Presenting Sponsor \$125,000</p>	<ul style="list-style-type: none"> • On stage award presentation at Wednesday, Friday & Saturday events • Speaking time at each night • Preference given for Thursday Dinner Series selection • Generous ticket allocation for all of the events & hotel accommodations • Exclusive company logo recognition: Invitation, Event Program, event signage, Heart's Delight website (linked to your website) & placement with media sponsors • Three full pages in Event Program • Recognition includes: <ul style="list-style-type: none"> - Increased visibility and exclusive participation throughout Heart's Delight - Promotional and sampling opportunities
<p>Presenting Sponsor (Day-Specific) \$75,000</p>	<ul style="list-style-type: none"> • On stage award presentation • Generous ticket allocation for all of the events • Exclusive company logo recognition: Invitation, Event Program, event signage, 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 & hotel accommodations • Exclusive benefits for your specific event

Leadership Opportunities

<p>Collectors Dinner Sponsor \$50,000</p>	<ul style="list-style-type: none"> • On stage award presentation on Wednesday, Friday & 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 • Company logo recognition: Invitation, Event Program, event signage, Heart's Delight website (linked to your website) & placement with media sponsors • Two full pages in Event Program
<p>Balthazar Sponsor \$50,000</p>	<ul style="list-style-type: none"> • On stage award presentation on Wednesday, Friday & Saturday events • Earlier preference given for Thursday Dinner Series selection • Generous ticket allocation for all of the events & hotel accommodations • Company logo recognition: Invitation, Event Program, event signage, Heart's Delight website (linked to your website) & placement with media sponsors • Two full pages in Event Program
<p>Imperial Sponsor \$30,000</p>	<ul style="list-style-type: none"> • On stage award presentation on Wednesday, Friday & Saturday events • Generous ticket allocation for all of the events • Company logo recognition: Invitation, Event Program, event signage, Heart's Delight website (linked to your website) & placement with media sponsors • One full page in Event Program

Wednesday - Congress Has Heart & Collectors Dinner

Presenting Sponsor \$75,000	Please see Presenting Opportunities for more information
Collectors Dinner Sponsor \$50,000	Please see Leadership Opportunities for more information
Winemaker Sponsor \$10,000	<ul style="list-style-type: none">• 10 tickets to the Congress Has Heart Reception• 2 tickets to the Collectors Dinner• On stage award presentation on Wednesday• Logo recognition on event signage• Company name recognition• Full page in Event Program
Congress Has Heart Sponsor \$5,000	<ul style="list-style-type: none">• 6 tickets to the Congress Has Heart Reception• Company name recognition

Thursday - Embassy & Winemaker Dinner Series

Presenting Sponsor \$75,000	Please see Presenting Opportunities for more information
Dinner Series Sponsor \$10,000 - \$50,000	<ul style="list-style-type: none">• 6 tickets to chosen dinner (basic sponsorship)• Speaking time at your dinner• Company recognition (logo used at \$25,000+ level)• 2-page spread highlighting your dinner in Event Program

Friday - Vintners Dinner

Presenting Sponsor \$75,000	Please see Presenting Opportunities for more information
Vintners Dinner Table Sponsor \$15,000	<ul style="list-style-type: none">• 1 Table (8 tickets) to the Vintners Dinner• 8 tickets to the Major Donor Reception• 4 tickets to Congress Has Heart Reception• Option for a visiting winemaker to be seated at your table• Company name recognition

Saturday - Grand Tasting & Auction

Presenting Sponsor \$75,000	Please see Presenting Opportunities for more information
Grand Tasting Sponsor \$10,000	<ul style="list-style-type: none">• 8 tickets to the Grand Tasting & Auction and Saturday VIP Reception• 4 tickets to the Seminars; 4 tickets to the Bordeaux Master Class• Listing the American Heart Association's Annual Report• Company name recognition• Full page in Event Program
Grand Tasting Table Sponsor \$5,000	<ul style="list-style-type: none">• 1 table (8 tickets) to the Grand Tasting & Auction• 8 tickets to the Seminars• Company name recognition

21st annual

Heart's Delight Wine Tasting & Auction

SPONSORSHIP OPPORTUNITIES

April 29 - May 2, 2020



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 (1,700 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
 - 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 (1,700 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

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, April 29

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

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

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 (1,700 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

AMERICAN HEART ASSOCIATION COMMUNITY IMPACT OPPORTUNITIES

American Heart Association Community Impact Opportunities are high-profile, top-tier sponsorships with benefits and recognition both nationally and throughout the Greater Washington region. Research has shown that 90% of consumers recognize the American Heart Association brand name and the AHA is ranked among the top 10% of all brands for quality. Below are some opportunities that promote the mission of the American Heart Association for a world of longer, healthier lives.

HANDS-ONLY CPR TRAINING KIOSK - \$375,000 (\$125,000/year for 3 years)

Each year, more than 350,000 out-of-hospital cardiac arrests occur, and more than 20% happen in public places such as airports, casinos and sporting facilities. CPR, especially if performed immediately, can double or triple a cardiac arrest victim's chance of survival.

Deliver CPR education to our community, 24 hours a day, 7 days a week through a CPR kiosk. Participants receive Hands-Only CPR instructions, practice CPR, and take a 30 second CPR test. The system offers feedback on the depth and rate of chest compressions and correct hand placement. These are important factors that influence the correct application of CPR. Become the largest corporate sponsor of community-based CPR training in our region.



BLOOD PRESSURE KIOSK - \$375,000 (\$125,000/year for 3 years)

46% of American adults have high blood pressure. 1 in 10 children ages 8-17 have elevated blood pressure. 410,000 US deaths are linked to high blood pressure each year. Consistent high blood pressure increases a person's risk for heart disease and stroke, our nation's Number 1 and Number 5 killers.

The Blood Pressure Kiosk program can teach members of our community the importance of checking their blood pressure, changing habits and controlling hypertension. Each kiosk includes a blood pressure cuff, resting bench, and screen showing thorough video instructions on how to receive an accurate reading. If participants have high blood pressure, the machine will offer recommendations and next steps.



Sponsorship benefits include:

- Use of AHA logo for 90 days
- Possibility for exclusive interview opportunities with media
- Ability to include your press department to promote relationship with the American Heart Association
- Listing in the American Heart Association's Annual Report
- Prominent recognition throughout the entire year and on all four days of the Heart's Delight events.
- Generous ticket allocation for all of the events and hotel accommodations
- On stage award presentation on Wednesday, Friday and Saturday Heart's Delight events
- Speaking time on each night
- 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

SIMPLE COOKING WITH HEART - \$75,000

Healthy Eating Starts at Home. Cooking more meals at home gives everyone in the family an opportunity to build better eating habits, one plate at a time. Limiting sugar and making substitutions can go a long way towards improving the overall health of your heart. Applying simple steps to cooking habits can help create great tasting, healthy meals that everyone will love.

Provide healthy cooking classes and practical nutrition education for families in Washington DC. These classes are led by an experienced Chef trainer. Participants of these classes receive budget-friendly, healthy recipes that are co-branded with your logo as well as prepared meals to take home. Your company will also receive recognition on all printed materials and website, recognition in media outreach, on educational materials, and at training sessions.



LITTLE HATS, BIG HEARTS - \$50,000

Nearly 40,000 babies are born with a heart defect every year in the United States, and congenital heart defects are the world's #1 birth defect. Little Hats, Big Hearts honors babies and families in a very special way as supporters knit red hats and AHA provides resources to raise awareness about Congenital Heart Defects. Each year, 9 local hospitals distribute 1600 volunteer-made hats during February (Heart Month), all of which had been washed and placed in individual bags with a topper about the program featuring your company logo and helpful materials about heart health.



COMMUNITY CPR DAY - \$35,000

Each year, more than 350,000 people suffer a cardiac arrest outside the hospital and about 90 percent of those people die. However, when CPR is performed within the first few minutes of a cardiac arrest, a person's chance of survival can double or even triple.

Designed to be a hands-on day of community impact and education, in collaboration with the Washington Nationals, this initiative will train 100 people in Hands-Only CPR. The AHA will supply 100 CPR Anytime kits co-branded with your company logo that will be used to train in Hands-Only CPR and then sent home with participants for them to train their families and friends. AHA research has determined that an additional 2 ½ people will be trained for each kit that goes home with someone. That raises the potential number of people trained to 250. This is an ideal opportunity to engage your employees in community health and educate in CPR.



Sponsorship benefits include:

- Possibility for exclusive interview opportunities with media
- Ability to include your press department to promote relationship with the American Heart Association
- Listing in the American Heart Association's Annual Report
- Prominent recognition throughout the entire year and on all four days of the Heart's Delight events.
- Generous ticket allocation for all of the events
- On stage award presentation on Wednesday, Friday and Saturday Heart's Delight 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)
- Two full pages in Event Program

CONGRESS HAS HEART

Wednesday April 29, 2020

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, April 29

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 (1,700 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 (1,700 printed)
 - Event signage
 - Heart's Delight website



EMBASSY & WINEMAKER DINNER SERIES

Thursday April 30, 2020

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



VINTNERS DINNER

Friday May 1, 2020

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
- 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 2, 2020

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 (1,700 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 (1,700 printed)
 - Event signage
 - Heart's Delight website





Affiliate Sponsorship Agreement

Sponsor Name: _____

Sponsor's Contribution Amount: \$ _____

In-Kind Goods/Services or Publicity/Media: _____

AHA Cause and/or Event(s): Heart's Delight Wine Tasting & Auction

Location of AHA Activity/Event(s): Washington, DC

Date(s) of AHA Activity/Event(s): April 29 - May 2, 2020

Term of Agreement: Start Date: _____ End Date: June 30, 2020

AHA Obligations to Sponsor: (summarize or provide attachment) _____

Payment Due Date (*Sponsor to complete prior to signing*): Payments to be made according to the schedule below: 1) for individual event sponsorships, no less than 45 days prior to the (each) event; 2) each payment must be at least \$1,000; and 3) no more than 4 installments.

Due Date(s):	Amount Payable on Due Date
1. <u>March 29, 2020</u>	\$ _____
2. _____	\$ _____
3. _____	\$ _____
4. _____	\$ _____

Payment Method:

Send me an invoice. ¹

Payment will be provided by my Donor Advised Fund held at _____ institution. ²

I would like to pay by credit card, please contact me at _____. ³

²The AHA is pleased to accept Donor Advised Funds (DAF) from an authorized Fund manager in accordance with IRS guidelines. DAF cannot be used to pay for, among other things, tangible benefits such as tickets to an AHA event. Donors should contact their personal DAF manager to determine whether their DAF can be used to pay for Donor's financial commitment to the AHA. Please contact your American Heart Association representative, or email mission.advancement@heart.org for more information.

NOTE: If paying with DAF, please provide the name of the institution where the fund is held.

³*Please provide a phone number. Do not provide credit card information on this form. AHA staff will contact the number provided to obtain the information needed to process a payment by credit card.*

Please make checks payable to the American Heart Association and send to:

AMERICAN HEART ASSOCIATION
4601 North Fairfax Drive
Suite 700
Arlington, VA 22203

Purpose: The purpose of this sponsorship is to benefit the American Heart Association (AHA) and advance its not-for-profit mission to be a relentless force for a world of longer, healthier lives. Sponsor would like to assist the AHA to carry out its mission and agrees to provide the support outlined above. Sponsor understands that as a not-for-profit charitable organization AHA cannot promote or endorse Sponsor's products or services.

- Sponsor agrees that as a not-for-profit charitable organization, the AHA will be required to disclose its sources of funding, including Sponsor's funding or other resources provided under this Agreement.
- No rights to use AHA service marks are granted in this Agreement.
- In appreciation of Sponsor's support, AHA will recognize Sponsor's donation in the appropriate Cause or Event related materials. Sponsor grants permission to AHA to display Sponsor's name and trademark (Sponsor Marks) for the Term of this Agreement, with Sponsor's prior review and approval. (See details of Sponsor recognition and benefits on the attached form).
- Sponsor and AHA agree that each is responsible for its own business activities and for its action or inaction relating to the specific Cause or Event activities under this Agreement. Sponsor will be responsible for securing any necessary release forms from participants in any Sponsor activity held at AHA's Cause or Event activity.

Sponsor Contact Information:

Name: _____
Title: _____
Company: _____
Address: _____

Phone: _____ Fax: _____
E-mail: _____

Sponsor Billing Information (if different):

Name: _____
Title: _____
Company: _____
Address: _____

Phone: _____ Fax: _____
E-mail: _____

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

By: _____ Date: _____
Print Name/Title: _____

Thank you for your support of the American Heart Association

FOR AHA USE ONLY:

By: _____ By: _____
Print Staff Name: _____ Print Supervisor Name: _____
Title: _____ Title: _____
Date: _____ Date: _____

Please send completed form with transmittal sheet and required supporting documents to your local finance contact.