

22nd annual

Heart's Delight Wine Tasting & Auction

SPONSORSHIP OPPORTUNITIES

May 4-7, 2022



to benefit the American Heart Association
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

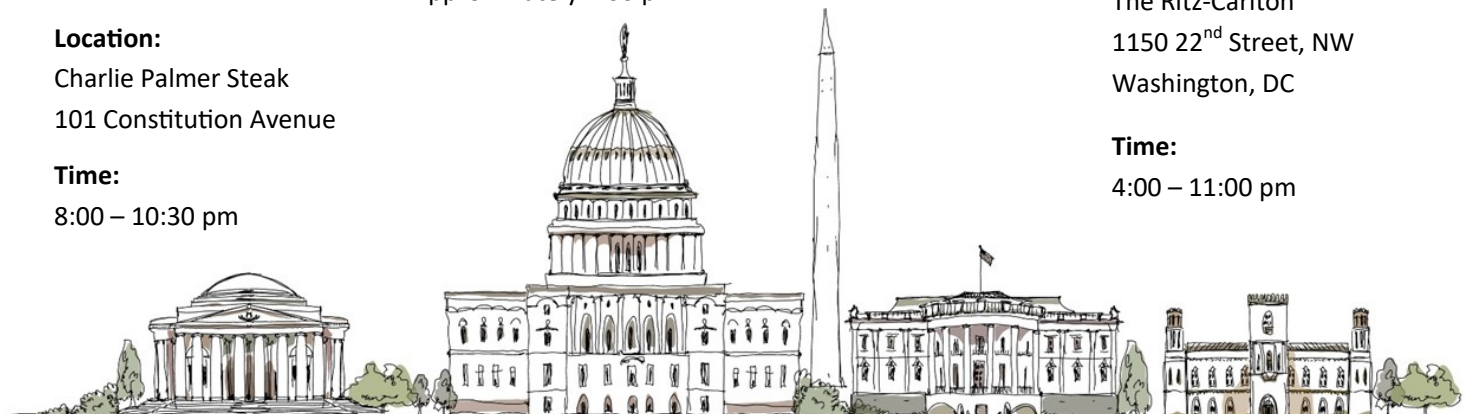
The evening begins with a virtual tour of Bordeaux including a unique Master Class. The adventure continues with exciting seminars and food prepared by some of the nation's top chefs. During the Grand Tasting Reception, guests will have the opportunity to bid on exclusive travel packages, dining experiences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

Location:

The Ritz-Carlton
1150 22nd Street, NW
Washington, DC

Time:

4:00 – 11:00 pm



heartdelightwineauction.com

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 | Brian Kearney, Kearney & Company |
| Mark Bisnow, Bisnow Media | Hon. Trent Lott, Squire Patton Boggs |
| Thomas Hale Boggs, Jr.* | David Marventano, Fluor Corporation |
| Hon. John Breaux, Squire Patton Boggs | Matthew Shay, National Retail Federation |
| Nicholas Calio, Airlines for America | Samuel Schreiber, Trustar Bank |
| Scott Greenberg, Greenberg, Wexler & Eig, LLC | Richard Thompson, Akin Gump |
| John Kane, Aton Strategies LLC | George Vradenburg, The Vradenburg Foundation |

Past Honorees

- | | | |
|---------------------------------|------------------------------|------------------------------|
| The Honorable Richard Burr | The Honorable Ander Crenshaw | The Honorable Jim McCrery |
| The Honorable Saxby Chambliss | The Honorable Bill Frist | The Honorable Lisa Murkowski |
| The Honorable Richard B. Cheney | The Honorable Steny Hoyer | The Honorable Richard Neal |
| The Honorable James E. Clyburn | The Honorable John Larson | 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 | Residence of France | Residence of New Zealand |
| Embassy of Australia | Residence of Germany | Residence of the Philippines |
| Residence of Austria | Residence of Greece | Residence of Portugal |
| Residence of Brazil | Residence of Iceland | Embassy of Singapore |
| Residence of Canada | Residence of India | Residence of South Africa |
| Residence of Chile | Residence of Italy | Residence of Spain |
| Residence of Colombia | Residence of Liechtenstein | Residence of Turkey |

Past Selection of Corporate Sponsors

- | | | | |
|-------------------|---------------|--------------------|-------------------|
| Akin Gump | Chevron | Exelon | JetBlue |
| American Airlines | Coca-Cola | Fluor | PwC |
| Amtrak | Daimler | Ford Motor Company | Total Wine & More |
| AT&T | Ernst & Young | General Dynamics | Visa |

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

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

LEADERSHIP OPPORTUNITIES & PRESENTING SPONSORSHIPS

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

- 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

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

- 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

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

- 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

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

- 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

COLLECTORS DINNER SPONSOR - \$50,000

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

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

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

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 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

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 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

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 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

VINTNERS DINNER CHAIR & 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

- Serve as 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 Wednesday & 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



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

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

