

24th annual

Heart's Delight Wine Tasting & Auction

SPONSORSHIP OPPORTUNITIES

May 8-11, 2024

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 23 year history of incredible generosity from around the world, Heart's Delight has raised more than 23 million dollars net for the American Heart Association.

Jamie Ritchie, BlockBar
Auctioneer

George Little, Brunswick Group
Chairman

Neal Martin, Vinous
Bordeaux Master Class Host

May 8

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:

Union Station
50 Massachusetts Ave, NE,
Washington, DC, 20002

Time:

6:00 – 8:00 pm

Collectors Dinner

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

Time:

8:00 – 10:30 pm

May 9

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, Italy, 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 10

Vintners Dinner & Auction

The evening will highlight the wines of a celebrated Château. The live auction, led by Jamie Ritchie, will feature wine directly from the cellars of our friends from Bordeaux in grand format.

Location:

National Portrait Gallery
8th St NW & G St NW
Washington, DC 20001

Time:

6:30 – 10:30 pm

May 11

Bordeaux Master Class & Grand Tasting

The evening begins with a virtual tour of Bordeaux including a unique Master Class. The adventure continues at the Grand Tasting Reception with 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:

Waldorf Astoria
1100 Pennsylvania Ave,
NW Washington, DC

Time:

4:00 – 11:00 pm



www.heartsdelightwineauction.com

Sponsorship opportunities range from \$5,000 - \$375,000

Ticket prices range from \$250 - \$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

Mark Bisnow, Bisnow Media

Thomas Hale Boggs, Jr.*

John Bozzella, Alliance for Automotive Innovation

Hon. John Breaux, Crossroads Strategies

Nicholas Calio, Airlines for America

Scott Greenberg, Greenberg, Wexler & Eig, LLC

John Kane

Brian Kearney, Kearney & Company

Hon. Trent Lott, Crossroads Strategies

David Marventano, Fluor Corporation

Matthew Shay, National Retail Federation

Samuel Schreiber, Trustar Bank

Richard Thompson, Akin Gump

Past Honorees

The Honorable Andy Barr

The Honorable Richard Burr

The Honorable Saxby Chambliss

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 Lafite Rothschild presented by Baron Eric de Rothschild

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

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 Korea

Residence of Liechtenstein

Residence of New Zealand

Residence of the Philippines

Residence of Portugal

Embassy of Singapore

Residence of South Africa

Residence of Spain

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

American Heart Association's Centennial Celebration Opportunities

SECOND CENTURY DONORS

At the American Heart Association, we believe everyone deserves the opportunity for a longer healthier life. For nearly 100 years it's been our mission to fulfill that vision.

Working alongside a global family of volunteers, donors and advocates, we are transforming the way the world understands, treats and prevents cardiovascular diseases and stroke.

With bold hearts, we now forge ahead into our Second Century, fueling science and innovation, funding lifesaving research and boldly standing for the rights of patients and caregivers, to empower healthier communities and transcend the way we live, work and play.

This relentless pursuit will continue until heart disease and stroke are the stories of our past and not of our future. Because a world with equitable health and well-being fuels a future that is yours to create. Join us in this critical mission today.

Six figure+ level will receive national and local recognition as Second Century donors.

(This can be payable over two years.)

In addition to Heart's Delight benefits, Sponsor will receive

Recognition in the Centennial Year Annual Report (FY 23-24).

Recognition across all local event campaigns as a Second Century Supporter

Equitable health/social determinants of health: As champions of health equity, the American Heart Association is committed to advancing cardiovascular health for all. The Association has ramped up its ongoing work toward health equity with bold actions known as "10 Commitments." Through research, advocacy, community work and more, these Commitments are designed to remove barriers to health care access and quality.



DRIVING EQUITABLE HEALTH IMPACT



This essential graphic shows at a glance how the Association is driving health impact as an organization. What's changed? "Healthy living" is now **"total health and well-being,"** "advancing health and well-being" is now **"connecting mind, heart and body"** and "building mental well-being" is now **"building health and well-being."**

The American Heart Association is committed to driving equitable health impact in the Greater Washington Region through key priority areas: reducing risk in women, addressing community need, ending e-cigarette & tobacco use, controlling blood pressure and improving nutrition security and building health & well-being. Equity is always at the center of our work, and it will continue to guide all that we do.

Through our focus on these key impact areas, we can improve the health and well-being of the Greater Washington Region, while saving and improving countless lives.

HEART'S DELIGHT OPPORTUNITIES IN THE COMMUNITY

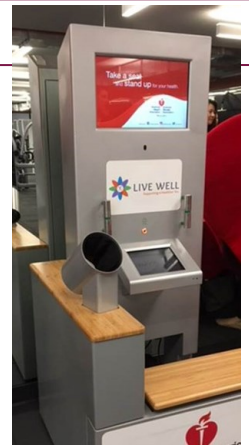
all sponsorships also receive benefits at Heart's Delight

- *In urban communities, people living just 5 miles apart can, in some cases, have a difference in life expectancy of more than 20 years. This is due to factors such as economic stability, education, societal influences, and health care.*
- *70% of Americans feel helpless to act during a cardiac emergency. Lack of CPR training and resources is a health equity issue.*
- *Uncontrolled high blood pressure is a silent killer that causes unnecessary and inequitable disease and death.*
- *People living in lower income areas have significantly higher rates of unhealthy diets. For many, the only sources of food in their neighborhood are either from fast food locations or prepackaged items from convenience stores.*

CPR or Blood Pressure Kiosk - \$400,000 over three years

Through the **Blood Pressure Kiosk** initiative, You can teach the community about the importance of checking blood pressure, changing habits and controlling hypertension. Each kiosk includes a screen, blood pressure cuff, comfortable resting bench, and thorough video instructions on how to receive an accurate reading. If participants have high blood pressure, the machine will offer recommendations and next steps.

The Hands-Only **CPR kiosk**, will show our community how to perform this lifesaving skill in a few minutes. Participants receive Hands-Only CPR instructions, practice CPR and take a 30-second CPR test. The system offers feedback on depth and rate of chest compressions and correct hand placement.



Adult & Child CPR Anytime Training® Kits - \$75,000

Could also be CPR in schools, Infant CPR, CPR in Youth Sports, etc. The CPR & First Aid Anywhere Training Kit is designed to meet the needs of workplaces, community organizations, and schools and can be facilitated by anyone, anytime, anywhere. Anyone can facilitate a CPR & First Aid Anywhere training session in less than one hour. During the training session, CPR and first aid skills are taught with the American Heart Association's research.



Issue Salon - \$50,000

Imagine a world where everyone has an equal opportunity to be healthy, with no one disadvantaged from achieving their potential because of race, social position, or any other socially defined circumstance. The American Heart Association has long been committed to championing health equity. We must Stand for All and create equitable health impact by addressing the key issues facing our community. We will go Beyond the Ballroom into dining rooms and living rooms across the city. Here, we can connect subject matter experts and our passionate supporters in intimate, in-depth conversations to discuss how we can advance our mission together and achieve our 2024 impact goal.

This is just a sampling of opportunities, we can tailor a meaningful opportunity on a variety of topics such as survivor celebrations, research, wellness symposiums, stroke awareness, etc.

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 & stage time
- 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
- Three full pages in Event Program
- Generous ticket allocation for all of the events
- 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

COLLECTORS DINNER SPONSOR - \$50,000

Premier sponsor for Collectors Dinner on Wednesday, May 8
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 - \$35,000

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

UNITED STATES OF WINE RECEPTION

Wednesday | May 8, 2024

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 8

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
- On stage award presentation on Wednesday
- Logo recognition on event signage
- Two tickets to Winemaker Dinner the following evening
- 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 9, 2024

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 - \$15,000 - \$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
- Host of dinner
- Company recognition (logo used at \$30,000+ 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 10, 2024

All Vintners Dinner Sponsorships include:

Increased recognition on Friday

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

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 - \$20,000

- 1 Table (8 tickets) to the Vintners Dinner
- 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 11, 2024

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

- 1 table (10 tickets) to the Grand Tasting & Auction
- 2 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
- Company name recognition:
 - Invitation (7,500 printed)
 - Event Program (1,700 printed)
 - Event signage
 - Heart's Delight website



24th annual
**Heart's Delight
Wine Tasting & Auction**
May 8-11, 2024

Deadlines

Invitation - January 26, 2024

Program - March 29, 2024

Program Artwork - March 29, 2024

Guest names due - April 19, 2024



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