

25th annual

Heart's Delight Wine Tasting & Auction

SPONSORSHIP OPPORTUNITIES

May 7-10, 2025

to benefit the American Heart Association
www.heartsdelightwineauction.org



American
Heart
Association.

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 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 marketing 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 marketing department to promote relationship with the American Heart Association

COLLECTORS DINNER SPONSOR - \$50,000

Premier sponsor for Collectors Dinner on Wednesday, May 7
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 7, 2025

All Congress Has Heart Sponsorships include:

Ability to include your marketing 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

- Admission to 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

- Admission to Congress has Heart Reception
- Company name recognition:
 - Invitation (7,500 printed)
 - Event Program (1,700 printed)
 - Event signage



EMBASSY & WINEMAKER DINNER SERIES

Thursday May 8, 2025

All Embassy & Winemaker Dinner Series Sponsorships include:

Hosting opportunity at an Embassy, Ambassador's residence, restaurant or private home
Ability to include your marketing 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 \$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 9, 2025

All Vintners Dinner Sponsorships include:

Increased recognition on Friday

Ability to include your marketing 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 10, 2025

All Grand Tasting & Auction Sponsorships include:

- Ability to include your marketing 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



25th annual
**Heart's Delight
Wine Tasting & Auction**
May 7-10, 2025

Deadlines

Save The Date - September 20, 2024

Invitation - January 24, 2025

Program - March 28, 2025

Program Artwork - March 28, 2025

Guest names due - April 4, 2025



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