

25th annual

# Heart's Delight Wine Tasting & Auction

## SPONSORSHIP OPPORTUNITIES

May 7-10, 2025

to benefit the American Heart Association

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

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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
- Tickets for all nights of events
- Exclusive company logo recognition:
  - Invitation (6,800 printed)
  - Event Program (1,100 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

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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 & stage time
- Tickets for all nights of events
- Exclusive company logo recognition:
  - Invitation (6,800 printed)
  - Event Program (1,100 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
- 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:

Increased visibility and participation throughout Heart's Delight

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

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**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
- Tickets for all nights of events
- Company logo on Collectors Dinner menu
- Company Logo recognition:
  - Invitation (6,800 printed)
  - Event Program (1,100 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
- Tickets for all nights of events
- Company Logo recognition:
  - Invitation (6,800 printed)
  - Event Program (1,100 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 - \$35,000

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**Recognition throughout the entire year and during the events**

- On stage award presentation on Wednesday, Friday and Saturday events
- Tickets for all nights of events
- Company Logo recognition:
  - Invitation (6,800 printed)
  - Event Program (1,100 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:  
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 7

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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- Admission to Congress has Heart Reception
- On stage award presentation on Wednesday
- Logo recognition on event signage
- Two tickets to Winemaker Dinner on May 8
- Company name recognition:
  - Invitation (6,800 printed)
  - Event Program (1,100 printed)
  - Heart's Delight website
- Full page in Event Program

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

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- Admission to Congress has Heart Reception
- Company name recognition:
  - Invitation (6,800 printed)
  - Event Program (1,100 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

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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 - \$15,000 - \$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
- Host of dinner
- Company recognition (logo used at \$25,000+ level):
  - Event Invitation (6,800 printed) and Event Program (1,100 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

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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 - \$20,000

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- 1 Table (8 tickets) to the Vintners Dinner
- Option for a visiting winemaker to be seated at your table
- Company name recognition:
  - Invitation (6,800 printed)
  - Event Program (1,100 printed)
  - Event Signage
  - Heart's Delight website



# GRAND TASTING & AUCTION

## Saturday May 10, 2025

All Grand Tasting & Auction Sponsorships include:  
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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- 1 table (10 tickets) to the Grand Tasting & Auction
- 2 tickets to the Bordeaux Master Class
- Company name recognition:
  - Invitation (6,800 printed)
  - Event Program (1,100 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
- Company name recognition:
  - Invitation (6,800 printed)
  - Event Program (1,100 printed)
  - Event signage
  - Heart's Delight website





25th annual

# Heart's Delight

**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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