

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

# HEART'S DELIGHT TWENTY-FIFTH ANNIVERSARY SPONSOR

## PRICING BEGINS AT \$25,000

Our goal is to secure at least 10  
new sponsors at this giving level

Join the celebration as a Heart's Delight 25th Anniversary Sponsor and support the American Heart Association as we enter our second century of life-saving work.



Benefits tailored to best match your preferences



Special recognition at all 2025 Heart's Delight events



Logo (this year exclusively) featured in the invitation, event program, event signage, and save the date\*



HEART'S DELIGHT WINE TASTING & AUCTION 2025

\*Pending timely submission

# 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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