

27th annual

Heart's Delight

Wine Tasting & Auction

SPONSORSHIP OPPORTUNITIES

May 5-8, 2027

an event of the American Heart Association

www.heartsdelightwineauction.org



American
Heart
Association.

DRIVING EQUITABLE HEALTH IMPACT



This essential graphic shows at a glance how the American Heart 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
- Ticket allocation for all days
- Exclusive company logo recognition:
 - Invitation (6,800 printed)
 - Event Program (1,100 printed)
 - Event signage for all four days
 - Heart's Delight 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

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
- Ticket allocation for all of the events
- Exclusive company logo recognition:
 - Invitation (6,800 printed)
 - Event Program (1,100 printed)
 - Event signage for all four days
 - Heart's Delight website
 - Placement with Media Sponsors
- Three 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 Increased visibility and participation throughout Heart's Delight

COLLECTORS DINNER SPONSOR - \$50,000

Premier sponsorship for Collectors Dinner on Wednesday, May 5 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
- Ticket allocation for all days
- Company logo on Collectors Dinner menu
- Company Logo recognition:
 - Invitation (6,800 printed)
 - Event Program (1,100 printed)
 - Event signage for all days
 - 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
- Ticket allocation for all days
- Company Logo recognition:
 - Invitation (6,800 printed)
 - Event Program (1,100 printed)
 - Event signage for all days
 - Heart's Delight 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
- Ticket allocation for all days
- One full page in Event Program
- Company Logo recognition:
 - Invitation (6,800 printed)
 - Event Program (1,100 printed)
 - Event signage for all four days
 - Heart's Delight website
 - Placement with Media Sponsors

HEART'S DELIGHT

EMBRACING COMMUNITY CARE SPONSORSHIP

High blood pressure continues to be a serious concern and is one of the American Heart Association's priority issues in driving equitable health impact in the community. Over 100 million Americans - nearly ½ of all adults -are living with high blood pressure. This puts them at high risk for heart attack and stroke. Many of these individuals come to clinics regularly for check-ups and monitoring, but under current conditions many people's blood pressure and other health metrics are going unchecked.

Through the Embracing Community Care Sponsorship, there is opportunity to help solve this immediate need for patients and health care providers. This sponsorship will ensure that one community center or clinic within the Greater Washington Region has the resources available to support patients in monitoring and improving their health. This includes a purchase of an A&D Blood Pressure Kiosk.

EMBRACING COMMUNITY CARE SPONSOR - \$33,000

- Company recognition
 - Invitation (6,800 printed)
 - Event Program (1,100 printed)
 - Event signage
 - Heart's Delight website
- Company logo recognition in mission-focused social media activation during sponsorship timeframe
- 2 tickets for Thursday Dinner Series on May 6, 2027
- 1 table (10 tickets) to the Grand Tasting & Auction on Saturday May 8, 2027
- The right to use the American Heart Association's Live Fierce logo for 60 days during the campaign period, with AHA approval
- Opportunity for special recognition as an Embracing Community Care Sponsor at the health center
- Company name recognized on patient materials provided to funded health center



HEART'S DELIGHT TRIBUTE SPONSORSHIP

Increased visibility and participation at the Vintners Dinner & Auction
Opportunity to contribute to the American Heart Association's second century of lifesaving work

TRIBUTE SPONSOR - \$25,000

Recognition during the events

- Benefits tailored to best match your preferences
- Company recognition:
 - Invitation (6,800 printed)
 - Event Program (1,100 printed)
 - Event signage for all four days
 - Heart's Delight website
- 1 table (8 seats to the Vintners Dinner)
- 2 tickets to an additional event
- Company logo on Tribute Wall
- One full page in Event Program

**Everyone has a reason to live a longer, healthier life.
What is your Why?**

Life is Why is a celebration of life. A simple yet powerful answer to the question of why we should all be healthy in heart and in mind. It also explains why we do what we do: Lifesaving work. Every day. We want people to experience more of life's precious moments. It's why we've made better heart and brain health our mission. And until there's a world free of heart disease and stroke, we'll be here, working to make a healthier, longer life possible for everyone.



CONGRESS HAS HEART

UNITED STATES OF WINE RECEPTION

Wednesday May 5, 2027

All Congress Has Heart Sponsorships include 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 5, 2027

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 Congress Has Heart Reception
- On stage award presentation on Wednesday
- Logo recognition on event signage
- Two tickets to Winemaker Dinner on May 5, 2027
- Company name recognition:
 - Invitation (6,800 printed)
 - Event Program (1,100 printed)
 - Heart's Delight website
- One full page in Event Program

CONGRESS HAS HEART SPONSOR - \$5,000

- 6 tickets 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 6, 2027

All Embassy & Winemaker Dinner Series Sponsorships include:

Hosting opportunity at an Embassy, Ambassador's residence, restaurant or private home

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):
 - Event invitation (6,800 printed)
 - Event program (1,100 printed)
 - Heart's Delight website
 - Dinner menu cards
- Two page spread highlighting your dinner in Event Program



VINTNERS DINNER

Friday May 7, 2027

All Vintners Dinner Sponsorships include increased recognition on Friday

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 (6,800 printed)
 - Event Program (1,100 printed)
 - Event Signage
 - Heart's Delight website



GRAND TASTING & AUCTION

Saturday May 8, 2027

All Grand Tasting & Auction Sponsorships include 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 Master Class
- Award presentation on stage at Saturday's Grand Tasting
- Company name recognition:
 - Invitation (6,800 printed)
 - Event Program (1,100 printed)
 - Event signage
 - Heart's Delight website
- One page in Event Program

GRAND TASTING TABLE SPONSOR - \$5,000

- 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



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May 5-8, 2027

Deadlines (with a signed agreement)

Save The Date - September 14, 2026

Invitation - January 17, 2027

Program Artwork - March 26, 2027

Guest Names Due - April 2, 2027

Website - Recognition will be ongoing



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