





Thank you for the opportunity to introduce you to the Lehigh Valley Ignite.

The Ignite event is a social, elegant fundraising event. Our goal for 2013 is to raise \$100,000 net. This event will take place April 6, 2013 at the Blue Event Center. The Ignite event brings together community members, physicians, business leaders and executives dedicated to the mission of the American Heart & Stroke Association. This evening includes dinner, dancing, a silent and live auction, and many other exciting happenings!

Since 1949, the American Heart Association has funded over \$2 billion in research, which has contributed many important developments such as CPR, life-extending drugs, bypass surgery, pacemakers and surgical techniques to repair heart defects. Despite significant advances in heart disease research, Cardiovascular disease has been and remains America's number one killer since 1919. In 2006, about 1.2 million Americans had a first or recurrent coronary attack. About 515,000 of these people will die...250,000 of them before they ever reach a hospital. Every 33 seconds someone dies from heart disease. Cardiovascular disease (CVD) claims more lives each year than the **next five leading causes of death combined**.

Stroke kills more than 150,000 people a year. That's about 1 of every 16 deaths. It's the No. 3 cause of death behind diseases of the heart and cancer. About 700,000 Americans each year suffer a new or recurrent stroke. That means, on average, a stroke occurs every 45 seconds. The cost of cardiovascular diseases and stroke in the US is estimated at nearly **\$403.1 billion** annually.

Please contact me if you have any questions or would like us to present to your management team. Thank you very much for your consideration of support. **Your involvement with the American Heart Association could save the life of someone you know** - maybe even your own. We hope you will join us in our mission.

Sincerely,

Diana Skowronski
Social Events Director
American Heart Association / American Stroke Association
Diana.skowronski@heart.org

*Please note that the Tax Exempt Number for the American Heart Association is
EIN: 13-5613797.*



Who We Are

American Heart Association Impact Goal: By 2020, improve the cardiovascular health of all Americans by 20 percent while reducing deaths from cardiovascular diseases and stroke by 20 percent.

Who We Attract

- ✿ **Science Professionals & Medical Experts:** \$2.7 billion distributed to leading researchers and scientists since 1949 which has led to relationships with 25,000+ medical professionals
- ✿ **Consumers:** 15 billion national media impressions each year
- ✿ **High Profile Philanthropists & Volunteers:** 22.5 million donors and volunteers across the U.S. which has led to relationships with 10,000+ corporate CEOs, executives and other influential individuals

Why We Make a Great Partner

- ✿ **Brand Awareness:** 98% of consumers have a favorable reaction to the AHA logo and 90% of consumers say they are more likely to buy a product displaying AHA's logo
- ✿ **Mission Leader:** AHA is seen as the industry leader with innovative, mission-driven programs that drive social impact and measurable results
- ✿ **Leadership Position:** Voted one of America's Greatest Brands in 2007; won 30+ industry awards for events, cause campaigns, corporate sponsorships, and nonprofit marketing



Facts about Childhood Obesity and Physical Activity

Nearly one out of every three children and adolescents are overweight or obese, about 25 million, making childhood obesity one of our nation's leading health threats.

Childhood obesity is poised to become the world's largest health threat because of earlier onset of adult disease in children such as high blood pressure, cholesterol and diabetes.

Pennsylvania is the 17th most obese state in the nation. One study of Pennsylvania youth found that nearly 18% were overweight, a figure higher than the national average. Overweight adolescents have a 70% chance of becoming overweight or obese adults. This increases to 80% if a parent is overweight or obese.

Pennsylvania's children are suffering from the effects of poor nutrition and lack of physical activity.

Over time, the obesity levels of students and adults have continued to rise. The national prevalence of obese children, ages 6 to 11, has more than tripled in the past 25 years from 7% in 1980 to current levels of 25%. Among adolescents, ages 12 to 19, the obesity prevalence has also more than tripled.

National Association for Sport and Physical Education (NASPE) reports that the percentage of students who attend a daily physical education class in school dropped to 28% in 2003, from 42% in 1991.

Less than 1% of American children are in "ideal cardiovascular health."

Cardiovascular disease is the leading cause of death following accidents for children ages 2-18.



What Do We Do

Research

♥ **Benefits: Local Cardiologists & Neurologists**

- Angioplasty
- Blood Pressure and Cholesterol Lowering Drugs
- Bypass Surgery
- Cardiopulmonary Resuscitation (CPR)
- Stents

CPR and Wellness Programs

Adult CPR Classes

♥ **Benefits: Adults Living in the Lehigh Valley**

AHA Partners with Local Organizations to Provide Community Programs:

Infant CPR Classes

♥ **Benefits: Local Parents/Care-givers With Infants**

- Programs for Parents/Care-givers with infants up to 12 months

CPR Anytime Program

♥ **Benefits: Adults**

- Self-directed CPR learning program

My Heart. My Life.

♥ **Benefits: Individuals and Employers**

- Programs to encourage walking as part of a heart healthy lifestyle

Support Groups

♥ **Benefits: Local Residents with Heart Issues**

- Mended Hearts

Advocacy Programs

♥ **Benefits: Local Adults and Children**

- Clean Indoor Act – Eliminates Smoking in Public Building
- FIT Kids Act – Making Phys-Ed a priority in schools



School/Educational Programs

♥ **Benefits: Over 15,000 Local School Age Children**

- Susan P. Byrnes Health Education Center
- What Moves U
- Jump for Heart
- Hoops for Heart

On-Line Resources

♥ **Benefits: All People in the Lehigh Valley**

- www.americanheart.org
- www.americanstrokeassociation.org
- www.hearthubb.org
 - Risk Assessments
 - BMI Calculator
 - Heart-Health Trackers
 - Healthy Recipes
 - Healthy Heart Quizzes
 - Video Library
 - Podcast Directory
 - eNewsletters
 - Free Magazines

Call Center

♥ **Benefits: All People in the Lehigh Valley**

- 1-800-AHA-USA1
- 1-800-242-8721

**American Heart Association
2010-2011 Expenditures**





We Did That!

We're there every time you visit a smoke-free bowling alley, restaurant or pub. **We did that!**

We're there every time you visit a grocery store and read the food labels as a consumer resource. **We did that!**

We're there every time your son or daughter has a more nutritious lunch while at school. **We did that!**

We're there every time you travel on a smoke-free airline. **We did that!**

We're there every time a friend, family member, loved one or neighbor receives CPR. **We did that!**

We're there every time you're on a golf course, in a shopping mall or an airport that is ready to respond to cardiac emergencies with defibrillators. **We did that!**

We're there when a woman realizes heart disease is her number one threat and decides to improve her health. **We did that!**

We're there with a hospital implementing a process to improve cardiac patient outcomes. **We did that!**

We're there when a stroke victim calls 9-1-1 and is taken to an appropriate hospital for proper care. **We did that!**

We're there with you every time you, a loved one or friend has heart surgery, receives an artificial valve, a pacemaker or a cardiac stent. **We did that!**

We're there with you in your life ... every day, every place you go.



**American
Heart
Association** | **American
Stroke
Association®**

The Lehigh Valley Division's 1st Annual Ignite is an elegant fundraiser that attracts community members, physicians, executives and business leaders dedicated to the mission of the American Heart Association and the American Stroke Association. Funds raised will help to *"Build healthier lives, free of cardiovascular diseases and stroke"* in our community. The evening includes dinner, dancing, a silent and live auction, and other exciting activities.

When: The Ignite event will take place on April 6, 2013. Check-in will begin at 6 p.m.

Where: Blue Event Center, PA

Why:

- ♥ Cardiovascular disease has been and remains America's number one killer since 1919. In 2006, about 1.2 million Americans will have a first or recurrent coronary attack. About **515,000** of these people will die...250,000 of them before they ever reach a hospital.
- ♥ Every **33 seconds** someone dies from heart disease. Cardiovascular disease (CVD) claims more lives each year than the next five leading causes of death combined.
- ♥ The cost of cardiovascular diseases and stroke in the US is estimated at nearly \$403.1 billion annually.

The Ignite event offers a number of sponsorship assets. Businesses and individuals may choose from several levels that offer tickets to the event and/or marketing opportunities. **2013 sponsorship assets are currently available.**



Ignite Legacy \$50,000

Mission (choose one)

Red Wine VIP Reception

Kick off the inaugural year of the Lehigh Valley Ignite with this exclusive pre-event celebration. Host past Signature Event Chairpersons, valued sponsors and distinguished guests as you enjoy wine and food pairings prepared by a local chef, and hear about the exciting things in store for the **2013 Ignite**.

Healthy Families Training Camp

This is a fun way to educate and motivate families to become healthier together. The Healthy Families Training Camp will promote physical activity and heart-healthy living in a fun, family-friendly environment. Families will be invited to participate in activities that will help them gain a greater understanding of the importance of increased physical activity and proper nutrition. It could include things like: photo booth, mascot appearances, field activities, nutrition counseling, health screenings, healthy cooking demonstrations, CPR demonstrations, "Ask the Doctor" station, and more! The event will be free and participants must pre-register.

Event (included)

VIP Auction Preview: - Home to one of the best Live Auction and Silent Auctions in the area, the Lehigh Valley's Ignite auction is a celebrated effort. The VIP Auction Preview by this sponsor will draw the Ignite event's most generous auction buyers & donors.

Heart Healthy Snack Donation: - Provide a heart healthy snack for a community afterschool program or Elementary School from a provided list of willing schools – limit 300 students.

\$50,000 Sponsor Benefits

- ♥ The opportunity to connect your organization's name to the life-saving work of the American Heart Association, which is recognized as one of the top 100 brands.
- ♥ Prestigious recognition at the podium the night of the Ignite event as "The Ignite Legacy Sponsor"
- ♥ VIP guest seating for 20 at the Ignite event
- ♥ Message from your CEO inside the Ignite Program
- ♥ Prominent visibility as "The Ignite Legacy Sponsor" on all Ignite printed materials including your company name and logo:
 - ♥ "Save the Date" Card
 - ♥ Ignite Invitation and Ignite Program
- ♥ Rights to use the 2013 Ignite logo for 12 months
- ♥ Recognition as the Ignite "The Ignite Legacy Sponsor" in all press materials, newsletters and emails
- ♥ Two one-page acknowledgements in the Ignite Program – prime or choice location: 5" w x 8" h
- ♥ Company logo on local Ignite website, collateral materials and communications
- ♥ Link from the American Heart Association website to your website
- ♥ Recognition in the American Heart Association's Annual Report



Ignite Signature \$30,000

Mission (choose one)

Living Well Party

Be the exclusive host of this very important part of our lives that most are missing, de-stress! Mix and mingle while also learning how to relax; may include spa treatments, massage, relaxation techniques, meditation, yoga and/or tai chi.

C'mon, Get Healthy Event

Families will gather at a location chosen by the sponsor and learn how to lead a healthier lifestyle. Event will include jump rope and hula hoop exhibitions, cooking demonstrations, giveaways, health screenings and information. Additional ideas may include mascot appearance, Wii games, etc.

Heart Heroes Gallery

This modern, sophisticated traveling photo exhibit honoring heart heroes in the community may include: child and adult patients and survivors, patients' families/caregivers, doctors, researchers, major donors, volunteers, etc. The gallery of photos will ultimately be displayed at the Ignite event, following a tour of community sites determined by staff, volunteers and the sponsor.

Event (included)

Photography: - Company name will be imprinted on either the front or the inside of the folders guests receive with their complimentary photos the night of the event. This is a long term marketing opportunity because guests keep their photos from the event for many years to come.

Heart Healthy Snack Donation: - Provide a heart healthy snack for a community afterschool program or Elementary School from a provided list of willing schools – limit 300 students.

\$30,000 Sponsor Benefits

- ♥ The opportunity to connect your organization's name to the life-saving work of the American Heart Association, which is recognized as one of the top 100 brands.
- ♥ Prestigious recognition at the podium the night of the Ignite event as "The Ignite Signature Sponsor"
- ♥ VIP guest seating for 18 at the Ignite event
- ♥ Message from your CEO inside the Ignite Program
- ♥ Prominent visibility as "The Ignite Signature Sponsor" on all Ignite printed materials including your company name and logo:
 - ♥ Ignite Invitation and Ignite Program
- ♥ Rights to use the 2013 Ignite logo for 90 days
- ♥ Recognition as the Ignite "The Ignite Signature Sponsor" in all press materials, newsletters and emails
- ♥ One-page acknowledgement in the Ignite Program – prime or choice location: 5" w x 8" h
- ♥ Company logo on local Ignite website, collateral materials and communications
- ♥ Link from the American Heart Association website to your website
- ♥ Recognition in the American Heart Association's Annual Report



heART of the Matter

\$25,000

Mission Opportunity (choose one)

♥ Share your creHEARTivity!

- This program has been highly successful in sister markets and we are eager to introduce this opportunity to our community. This sponsorship gives the local Lehigh Valley art community the opportunity to own and partner with American Heart Association and the Ignite event. The program allows the sponsor and the Ignite event to engage local artists to create their vision of what “heart” means to them.
- Artwork submissions will be sent to the American Heart Association (as well as a digital version), where the sponsor will be able to choose the Top 10 pieces of artwork that will be featured in the Ignite program. All pieces will be auctioned off to benefit the American Heart Association the night of the Ignite event. If given the opportunity, the artwork will also be on display at local galleries, along with awareness materials to educate the art community around heart-health.
- The Top 10 pieces chosen by the sponsor will be displayed online, where the community can vote for their favorites. The winner of the contest will be recognized by the sponsor representative at the 2013 Ignite, and will be a Live Auction item at the event.
- The “heART of the Matter” Sponsor will have the opportunity to announce contest winner from podium at The Ignite prior to the Live Auction.

♥ Passport to Health

- Children ages 5 through 12 need to be empowered to make healthy behavior changes and become leaders and advocates for healthy eating and physical activities.
- Passport to Health is a program that will invite kids to participate and receive a “Go Healthy Passport”. Students will receive a “Go Healthy Passport” to help them track their fitness activities and assess their progress in areas such as healthier food choices, exercising more, reducing screen time and getting more sleep. Their passports would promote community resources that will have a lasting effect on their lives beyond the completion of the passport program.



Event (included)

Menu Card: - Your company logo will appear on the elegantly designed menu cards that will be at each place setting at the Ignite event.

Heart Healthy Snack Donation: - Provide a heart healthy snack for a community afterschool program or Elementary School from a provided list of willing schools – limit 200 students.

\$25,000 Sponsor Benefits

- ♥ The opportunity to connect your organization's name to the life-saving work of the American Heart Association, which is recognized as one of the top 100 brands.
- ♥ Recognition at the podium the night of the Ignite event as the Premier Sponsor
- ♥ VIP guest seating for 16 at the Ignite event
- ♥ Message from your CEO in the Ignite Program
- ♥ Prominent visibility as the heART of the Matter Sponsor on all Ignite printed materials including your company name and logo:
 - Ignite Invitation and Ignite Program
- ♥ 60-day rights to use the 2013 Ignite logo in sponsor's company advertising
- ♥ Recognition as the Ignite "heART of the Matter" Sponsor in all press materials, newsletters and emails
- ♥ One-page acknowledgement in the Ignite Program – choice location: 5" h x 8" w
- ♥ Company logo on local Ignite website, collateral materials and communications (including all advertising to gain artwork from the community)
- ♥ Link from the American Heart Association website to your website
- ♥ Recognition in the American Heart Association's Annual Report
- ♥ The opportunity for your staff to participate on the Ignite event committee



“We Did That!”

\$15,000

Mission

Large framed pieces or blank spaces on walls within your pre-event and night-of event would adorn We Did That! facts about the American Heart Association. These facts would showcase the deep impact the AHA has on the community and how donor dollars are sparking up conversations around current call to actions.

For Example:

- ♥ *Did you know that the American Heart Association was behind smoke-free buildings?
We Did That!*
- ♥ *Did you know that an American Heart Association funded researcher developed CPR?
We Did That!*
- ♥ *Did you know that the American Heart Association is there every time you, a loved one or friend has heart surgery, receives an artificial valve, a pacemaker or a cardiac stent?
We Did That!*
- ♥ *Did you know that the American Heart Association impacts millions of women every year to assist them in recognizing the signs and symptoms of Heart Disease?
We Did That!*

Event (included)

Event Decorations –In addition to being the “We Did That!” sponsor, your name will also appear as the Event Decorations sponsor

Heart Healthy Snack Donation: - Provide a heart healthy snack for a community afterschool program or Elementary School from a provided list of willing schools – limit 200 students.

\$15,000 Sponsor Benefits

- ♥ The opportunity to connect your organization’s name to the life-saving work of the American Heart Association, which is recognized as one of the top 100 brands.
- ♥ Recognition at the podium the night of the Ignite event
- ♥ VIP guest seating for 16 at the Ignite event and special table design
- ♥ Visibility as “We Did That!” Sponsor on Ignite printed materials including your company name and logo:
 - Ignite Invitation and Ignite Program
- ♥ 60-day rights to use the 2013 Ignite event logo
- ♥ Recognition as an Ignite “We Did That!” Sponsor in all press materials, newsletters and emails
- ♥ One-page acknowledgement in the Ignite Program – choice location: 5”w x 8”h
- ♥ Company listing on local Ignite website, collateral materials and communications
- ♥ Recognition in the American Heart Association’s Annual Report
- ♥ The opportunity for your staff to participate on the Ignite event committee



Family Go Card

\$15,000

Mission

A deck of cards has 52 cards, and a year has 52 weeks. Coincidence? We don't think so! Sponsor healthy activity playing cards for families, and your logo will be a part of something they do every week out of the year.

The purpose of Family Go Cards is for families to get together once a week, and choose one thing from the deck of cards that they will do together. Limit 150 decks.

Event (included)

Event Decorations –In addition to being the “We Did That!” sponsor, your name will also appear as the Event Decorations sponsor

Heart Healthy Snack Donation: - Provide a heart healthy snack for a community afterschool program or Elementary School from a provided list of willing schools – limit 200 students.

\$15,000 Sponsor Benefits

- ♥ The opportunity to connect your organization's name to the life-saving work of the American Heart Association, which is recognized as one of the top 100 brands.
- ♥ Recognition at the podium the night of the Ignite event
- ♥ VIP guest seating for 16 at the Ignite event and special table design
- ♥ Visibility as “We Did That!” Sponsor on Ignite printed materials including your company name and logo:
 - Ignite Invitation and Ignite Program
- ♥ 60-day rights to use the 2013 Ignite logo
- ♥ Recognition as an Ignite “We Did That!” Sponsor in all press materials, newsletters and emails
- ♥ One-page acknowledgement in the Ignite Program – choice location: 5”w x 8”h
- ♥ Company listing on local Ignite website, collateral materials and communications
- ♥ Recognition in the American Heart Association's Annual Report
- ♥ The opportunity for your staff to participate on the Ignite event committee
- ♥ Educational materials for work and family at www.heart.org



Hopeful Hearts

\$10,000

Mission (choose one)

♥ **CPR Anytime**

Distribute up to 25 Infant CPR kits or 25 CPR Anytime kits to the recipients of your choice.

♥ **Hopeful Hearts Picnic**

The opportunity to have health professionals (i.e. trainers, doctors, nutritionists) visit your business to provide tips and tools around wellness to your employees, clients and community leaders. AHA will provide presence at event or networking opportunities.

♥ **Themed Table Décor Sponsor**

♥ **Themed Bar Sponsor**

♥ **Customized sponsorships available for this price range**

Event (included)

♥ **Event Decorations** –In addition to being the “Hopeful Hearts” sponsor, your name will also appear as the Event Decorations sponsor

♥ **Heart Healthy Snack Donation:** - Provide a heart healthy snack for a community afterschool program or Elementary School from a provided list of willing schools – limit 200 students.

\$10,000 Sponsor Benefits

- ♥ The opportunity to connect your organization’s name to the life-saving work of the American Heart Association, which is recognized as one of the top 100 brands.
- ♥ Recognition at the podium the night of the Ignite event
- ♥ VIP guest seating for 12 at the Ignite event and special table design
- ♥ Visibility as “Hopeful Hearts” Sponsor on Ignite printed materials including your company name and logo:
 - Ignite Invitation and Ignite Program
- ♥ 60-day rights to use the 2013 Ignite logo
- ♥ Recognition as an Ignite “Hopeful Hearts” Sponsor in all press materials, newsletters and emails
- ♥ Half Page acknowledgement in the Ignite Program – choice location: 5”w x 8”h
- ♥ Company listing on local Ignite website, collateral materials and communications
- ♥ Recognition in the American Heart Association’s Annual Report
- ♥ The opportunity for your staff to participate on the Ignite event committee
- ♥ Educational materials for work and family at www.heart.org



Social Spark

\$7,500

Mission (choose one)

♥ **Dining Well Party**

Socialize and have fun while also learning about healthy lifestyles/nutrition.

♥ **Signature Drink Tasting**

Invite 50 guests to a tasting event in which the signature drink will be selected for the 2013 Ignite event.

♥ **Signature Dessert Tasting**

Host 50 guests for an evening of dessert tasting and select the signature dessert to be served at the 2013 Ignite event.

♥ **Social Spark**

Turn Ignite communication into interactive dialogue among organizations, communities, and individuals. Inspire people to light the 'Social Spark' by engaging in conversation via social media channels during various Ignite events and at the night of the Ignite.

Event (included)

♥ **Band Sponsor**

- ♥ **Heart Healthy Snack Donation:** - Provide a heart healthy snack for a community afterschool program or Elementary School from a provided list of willing schools – limit 200 students.

\$7,500 Sponsorship Benefits

- ♥ The opportunity to connect your organization's name to the life-saving work of the American Heart Association, which is recognized as one of the top 100 brands.
- ♥ Recognition at the podium the night of the Ignite event
- ♥ VIP guest seating for 10 at the Ignite event
- ♥ Prominent visibility as "Social Spark" on all Ignite printed materials including your company name and logo:
 - Ignite Invitation and Ignite Program
- ♥ Recognition as an Ignite Sponsor in press materials, newsletters and emails
- ♥ Half-page acknowledgement in the Ignite Program – choice location: 5" w x 8" h
- ♥ Recognition in the American Heart Association's Annual Report



Helping Hands

\$5,000

Mission (included)

- ♥ **Community Night** – Sponsor a healthy meal for families at the Weller Center Community Nights. Dates are to be determined by the Weller Center. Sponsor will have the opportunity to provide promotional give-a-way to families during the Community Night.

Event (choose one)

- ♥ **Band Sponsor**
- ♥ **Print Materials**
- ♥ **Table Favors**
- ♥ **Registration Area (two available)**
- ♥ **Menu Card (two available)**
- ♥ **Auctioneer**
- ♥ **Centerpieces (two available)**

\$5,000 Sponsor Benefits

- ♥ The opportunity to connect your organization's name to the life-saving work of the American Heart Association, which is recognized as one of the top 100 brands.
- ♥ Guest seating for 6 at the Ignite event
- ♥ Recognition as a sponsor during the Ignite event
- ♥ One half-page acknowledgement in the Ignite Program: 5" w x 3.75" h
- ♥ Recognition in the Ignite Program
- ♥ The opportunity for your staff to participate on the Ignite event committee
- ♥ Educational materials for work and family at www.heart.org



Heart Healthy Snack

\$3,500

Mission (included)

♥ **Heart Healthy Snack**

Provide a heart healthy snack for a community afterschool program or Elementary School from a provided list of willing schools – limit 100 students.

Event (choose one)

♥ **Audio Visual and Lighting (four available)**

♥ **Complimentary Guest Photos (two available)**

♥ **Linens (two available)**

\$3,500 Sponsor Benefits

- ♥ The opportunity to connect your organization's name to the life-saving work of the American Heart Association, which is recognized as one of the top 100 brands.
- ♥ Guest seating for 4 at the Ignite Event
- ♥ Recognition at Check-in/Check-out as a sponsor
- ♥ One quarter-page acknowledgement in the Ignite Program: 5" w x 3.75" h
- ♥ Company listing in the Ignite Program
- ♥ The opportunity for your staff to participate on the Ignite event committee
- ♥ Educational materials for work and family at www.heart.org



Heart Happenings

\$1,500

Event (choose one)

- ♥ Event Decorations – Three available
- ♥ Coat Room – One available
- ♥ Volunteer Refreshments - One available
- ♥ Auction Bags – Two available

\$1,500 Sponsorship Benefits

- ♥ The opportunity to connect your organization's name to the life-saving work of the American Heart Association, which is recognized as one of the top 100 brands.
- ♥ Guest seating for 2 at the Ignite event
- ♥ Recognition at Check-in/Check-out as a sponsor
- ♥ One quarter-page acknowledgement in the Ignite Program: 2.5" w x 3.75" h
- ♥ Company listing in the Ignite Program
- ♥ The opportunity for your staff to participate on the Ignite event committee
- ♥ Educational materials for work and family at www.heart.org

Open Your Heart Match Sponsor

Be an Open Your Heart Match donor. Choose a level and offer to match all donations at that level up to a certain amount. The levels we will be asking for are \$1,000, \$750, \$500, \$350, \$250, \$100.

The Auctioneer will say your name during this portion of the event, as well as being printed in the program.

"Open Your Heart"

- ♥ If you are unable to attend the Ignite event, please consider a donation to "Open Your Heart" Children's Health Appeal.
- ♥ Line recognition in the Ignite Program



Auction Match Sponsor

Be an Auction Match donor. Sponsor the Silent Auction by offering to match how much a category of the Auction raises.

You will have signage in that area as well as being printed in the program. Auction categories are: Art, For Children, Health & Beauty, Home Clothing & Accessories, Jewelry, Restaurants & Entertainment, Services, Sports, and Travel.

\$3,500 Table Sponsor

- ♥ Guest seating for 8 at the Ignite event
- ♥ Line recognition in the Ignite Program
- ♥ Sign at your table
- ♥ Seats assigned the night of the event are based on sponsorship level

\$500 Patron Sponsor

- ♥ Guest seating for 2 at the Ignite event
- ♥ Line recognition in the Ignite Program
- ♥ Seats assigned the night of the event are based on sponsorship level

\$125 per Ticket

- ♥ Seats assigned the night of the event are based on sponsorship level

Diseases, Conditions and Treatments

The two types of heart disease in children are "congenital" and "acquired." Congenital heart disease (also known as a congenital heart defect) is present at birth. Some defects in this category are patent ductus arteriosus, atrial septal defects and ventricular septal defects. Acquired heart disease, which develops during childhood, includes Kawasaki disease, rheumatic fever and infective endocarditis. Common diagnostic tests for these diseases are explained here.

About 36,000 children are born with a heart defect each year. Most of these children can benefit from surgery even if the defect is severe. When surgery is necessary, many medical treatments are available to help the heart work properly. There is nothing that parents could have done to prevent these defects. Learn about conditions that can interfere with the work of the heart and treatment options in this section.

Kawasaki disease is an example of acquired heart disease that occurs primarily in children who are 5 or younger. Although medical knowledge of the disease is still developing, you can take steps to recognize the symptoms and deal with the disease's effects. Nine of every 1,000 infants born each year have a heart defect. About 650,000 to 1.3 million Americans with cardiovascular defects are alive today. Though research is ongoing, at least 35 defects have now been identified.

