



**LIVE FIERCE.
MAKE HISTORY.
GO RED.**

**2021 Go Red for Women
Sponsorship Deck**



American
Heart
Association.

American Heart Association.





Manifesto

Throughout history, women have stepped up. Stepped out. Overcome opposition. We voted. Led the workforce. Joined forces. Blasted into space.

Our passion made history... but our actual hearts didn't. Heart disease and stroke have never been just men's diseases, but through the years, women have been left out of studies, left behind in care and careers, and forgotten:

Unaware. Underrepresented. Uncounted.
UNTREATED.

Now we are fighting for better representation in medical research. Fighting for equitable access to care and treatments. Fighting to spread lifesaving information to our sisters. Fighting to overcome the statistic that cardiovascular disease is the No. 1 killer of women.

LIVE FIERCE. CHANGE HISTORY.

LIVE FIERCE. BE COUNTED.

LIVE FIERCE. GO RED.





THE PROBLEM

In today's world, women are juggling their careers, their family's health and safety, school schedules, daily chores, errands and so much more. They give and give and give - often at the expense of their own health.

This is why **more women die** from heart disease and stroke than any other condition - including all forms of cancer combined.



Cardiovascular diseases kill one woman about every 80 seconds.



MAKING A DIFFERENCE

As a supporter of the Go Red for Women movement in Southern Arizona, sponsors can help make a lasting impact in women's lives during a time when they need support. Together we will educate women in Southern Arizona on the importance of living a healthy lifestyle, we will find cures for heart disease and stroke, and we will level the playing field so that every woman has the opportunity to live life so she can invest her energy back into the ones she loves.





Our commitment

to you

Together, we can save and improve the lives of women, no matter the circumstances.

Whether we meet in person, digitally, smaller group settings or a hybrid approach, the American Heart Association is committed to convening communities to raise awareness, action and funds to save and improve lives.

Our Go Red for Women experiences and programs are as important as every and being reimaged, as well as our advocacy and scientific meetings. We launched many digital experiences this spring, and we continue to infusing new ideas to drive engagement, connectivity and impact. Since the needs of each community are different, we are developing unique executions ensuring our guests, donors, survivors, volunteers, sponsors, advocates and researchers have meaningful opportunities to help us save women's lives.

People are counting on us like never before. We will listen. We will drive change. We will be relentless. Thank you for your continued support.

American Heart Association.



STEM Goes Red Presenting Sponsor

As the nation's oldest and largest volunteer-driven, **woman-led** non-profit dedicated to fighting heart disease and stroke, the American Heart Association's **STEM Goes Red** initiative **provides** young women **opportunities** to come together and experience the exciting world of STEM, meet career mentors, network, and learn from established female executives who are **paving the way for women in STEM** careers.

The Presenting Sponsor will be the engine of change for the STEM Goes Red Movement in Southern Arizona. Sponsor will showcase support through leading our event experience keynote address and will be prominently featured in social media publicity.

Recognizing your impact

Sponsor will be recognized in the following ways:

- Opportunity for 10 company leaders to participate in speed mentoring portion of the day
- Logo recognition on promotional print and digital materials for STEM Goes Red Experiences and Go Red For Women Luncheon Experience
- Opportunity to provide item for commemorative swag gift provided to all STEM Goes Red student participants
- Recognition of sponsorship in STEM Goes Red communications and social media activations
- Luncheon guests. Invitations for 20 guest to the 2021 Go Red for Women experience
- Year-round use of the Go Red for Women logo



Total Investment: \$50,000





STEM Goes Red Lunch & Keynote Sponsor

Total Investment: \$25,000

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Sponsor will support the program by sponsoring the keynote address during lunch. Your company's keynote presenter(s) are recognized as experts in their industry and will present the keynote address during lunch.

Recognizing your impact

Sponsor will be recognized in the following ways:

- Logo recognition on promotional print and digital materials for STEM Goes Red Experiences
- Opportunity to provide item for commemorative swag gift provided to all STEM Goes Red student participants
- Recognition of sponsorship in STEM Goes Red communications and social media activations
- Sponsor will have the right to use the American Heart Association Go Red for Women logo for 60 days during the campaign period with use of proclaimer statement: "Provided courtesy of", etc. (must be approved by the AHA)
- 20 invitations to the 2021 Go Red for Women experience
- For twelve months after signing, sponsor will have direct access to fresh, curated content on a co-branded sponsor page on heart.org





STEM Goes Red Vision Board or Speed Mentoring

Total Investment: \$15,000

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Sponsor will have the opportunity to host our Vision Board or Speed Mentoring session, which are highlights of the day for participants!

Recognizing your impact

Sponsor will be recognized in the following ways:

- Opportunity for company leaders to participate in speed mentoring portion of the day
- Logo recognition on promotional print and digital materials for STEM Goes Red Experiences and Go Red For Women Executive Luncheons in select markets
- Opportunity to provide item for commemorative swag gift provided to all STEM Goes Red student participants
- Recognition of sponsorship in STEM Goes Red communications and social media activations
- Luncheon guests. Invitations for 10 guests to the virtual experience or one (1) table at the in-person experience
- Use of the Go Red for Women logo for 60 days with use of proclaimer statement: "Provided courtesy of", etc. (must be approved by the AHA)





STEM Goes Red Breakout Sponsor

Total Investment: \$10,000

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Sponsor will host one of our breakout sessions. 4 Sponsorships available at this level highlighting each of the STEM areas Science, Technology, Engineering and Math.

Recognizing your impact

Sponsor will be recognized in the following ways:

- Opportunity for company leaders to participate in speed mentoring portion of the day
- Logo recognition on promotional print and digital materials for STEM Goes Red Experiences
- Opportunity to provide item for commemorative swag gift provided to all STEM Goes Red student participants
- Recognition of sponsorship in STEM Goes Red communications and social media activations
- Sponsor will have the right to use the American Heart Association Go Red for Women logo for 30 days during the campaign period with use of proclaimer statement: "Provided courtesy of", etc. (must be approved by the AHA)
- 10 invitations to the 2021 Go Red for Women experience
- For twelve months after signing, sponsor will have direct access to fresh, curated content on a co-branded sponsor page on heart.org





STEM Goes Red Chats Sponsor

Total Investment: \$10,000

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Sponsor will continue to engage students post event through bi-annual digital presentations with student attendees that discuss relevant content that related to your STEM-related industry.

Recognizing your impact

Sponsor will be recognized in the following ways:

- Opportunity for company leaders to participate in speed mentoring portion of the day
- Logo recognition on promotional print and digital materials for STEM Goes Red Experiences
- Opportunity to provide item for commemorative swag gift provided to all STEM Goes Red student participants
- Recognition of sponsorship in STEM Goes Red communications and social media activations
- Sponsor will have the right to use the American Heart Association Go Red for Women logo for 30 days during the campaign period with use of proclaimer statement: "Provided courtesy of", etc. (must be approved by the AHA)
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STEM Goes Red Mentorship Program

Total Investment: \$10,000

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Sponsor will support student success through a post event mentorship program where your company's employees will follow up with students who match through similar interests.

Recognizing your impact

Sponsor will be recognized in the following ways:

- Opportunity for company leaders to participate in speed mentoring portion of the day
- Logo recognition on promotional print and digital materials for STEM Goes Red Experiences
- Opportunity to provide item for commemorative swag gift provided to all STEM Goes Red student participants
- Recognition of sponsorship in STEM Goes Red communications and social media activations
- Sponsor will have the right to use the American Heart Association Go Red for Women logo for 30 days during the campaign period with use of proclaimer statement: "Provided courtesy of", etc. (must be approved by the AHA)
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STEM Opening & Closing Sessions Sponsor

Total Investment: \$5,000

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Sponsor will have an opportunity to present during the opening and closing remarks during STEM Goes Red.

Recognizing your impact

Sponsor will be recognized in the following ways:

- Opportunity to provide item for commemorative swag gift provided to all STEM Goes Red student participants
- Recognition of sponsorship in STEM Goes Red communications and social media activations
- 10 invitations to the 2021 Go Red for Women experience
- For twelve months after signing, sponsor will have direct access to fresh, curated content on a co-branded sponsor page on heart.org





STEM Quiz Challenges Sponsor

Total Investment: \$5,000

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Sponsor will invite the students to participate in post event STEM-related virtual quizzes and challenges.

Recognizing your impact

Sponsor will be recognized in the following ways:

- Opportunity to provide item for commemorative swag gift provided to all STEM Goes Red student participants
- Recognition of sponsorship in STEM Goes Red communications and social media activations
- 10 invitations to the 2021 Go Red for Women experience
- For twelve months after signing, sponsor will have direct access to fresh, curated content on a co-branded sponsor page on heart.org





Tribute Wall

Total Investment: \$10,000

Many of the people who attend the Go Red for Women Luncheon experience do so in honor of a loved one who suffered through heart disease or stroke. As the Tribute Wall Sponsor, you will give participants an opportunity to honor their loved one while taking action to lower their own risk. This can be done through an interactive word cloud during the program, the image can be saved and sent to all participants as meaningful reminder of the importance of Go Red.

Recognizing your impact

- Sponsor will have the right to use the American Heart Association Go Red for Women logo for 30 days during the campaign period with use of proclaimer statement: "Provided courtesy of", etc. (must be approved by the AHA)
- 10 invitations to the 2021 Go Red for Women experience
- For twelve months after signing, sponsor will have direct access to fresh, curated content on a co-branded sponsor page on heart.org

Additional Digital Logo Placement & Visibility:

- Logo displayed on event website
- Logo on co-branded graphic/post
- Logo on local email sent to participants
- Logo and recognition piece in digital program book
- Logo on recap video
- Logo displayed on Go Red for Women collateral





Your support is needed now more than ever.

Your support helps ensure that we can continue to **help drive awareness that heart disease is the No.1 health threat to women, to help women take charge of their health, to close the gender gaps in research and STEM, and to address inequities in access and quality of care.** For over 15 years, Go Red for Women have evolved into a global movement and is a driving force being accelerating science, advancing public health policy, addressing the multitude of gender and racial gaps for women in research, healthcare and more, as well as ensuring all women are aware of what they can do to reduce their risk of heart disease and stroke. Good health is a journey, not a destination and we want you to join us in walking hand in hand with women throughout their lifetime as their trusted partner.

Without your generosity this year, lives may be impacted for years to come. It means that our Southern Arizona hospitals and health clinics may lose out on the latest cardiovascular research and support that could save and improve lives. It means we are less able to help people who rely on proper health insurance, healthy foods access and safe places to play. And it means that our survivors and their loved ones who are hoping and praying for a cure may need to wait longer.

People are counting on us like never before, and we are asking for your continued support.

**THANK YOU
FOR YOUR SUPPORT!**

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