

2010 Go Red for Women Campaign

Sponsorship Opportunities

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2010 Go Red For Women Luncheon
Crabtree Marriott, Raleigh
May 7, 2010

Darlene A. Goldbach , Chair
Vice-President
First Citizens Bank



nationally sponsored by



locally sponsored by



Lead Sponsor Level & Benefits

All lead sponsors levels include a minimum of 8 seats and a ½ page recognition ad in the Luncheon program, in addition to comprehensive sponsor signage at the 3rd Annual Go Red For Women Luncheon

Tier 1 (\$50,000) Cities Go Red Sponsor/ Presenting Sponsor (2 OPPORTUNITIES AVAILABLE)

- Limited to 3 spaces
 - Learn Red (SOLD)
 - Love Red
 - Live Red
- Ownership of one Pre-Luncheon event
- Primary branding on entire year-round campaign

Tier 2 (\$25,000) Go Red Mission Campaign Sponsor (2 OPPORTUNITIES AVAILABLE)

- Limited to 2 local issue campaigns
- Ownership of one year-round mission oriented campaign & (at least) one Go Red community event in 2010, including:
 - Learn Red Series & Go Red Kick Off – February 4, 2010
 - Heart-2-Heart Survivor Campaign & Circle of Red Reception or Research Tour

Tier 3 (\$15,000) Go Red Educational Partner (1 OPPORTUNITIES AVAILABLE)

- Limited to 2 opportunities
- Final level for year round recognition
- Entitles sponsor to brand mission related material for use year round, including:
 - Brown Bag Goes Red (SOLD)
 - "Know your Numbers" Health Screenings

Tier 4 (\$10,000) Go Red Luncheon Break Out Session Sponsor (2 OPPORTUNITIES AVAILABLE)

- Limited to 3 – 20 minute break out sessions conducted during the educational hour that proceeds the Go Red Luncheon.
- Breakout Session topics include:
 - CPR Anytime Course (SOLD)
 - Healthy Meals Save Lives & Healthy Cooking Lesson
 - Exercise on the Go
 - Customized Session may be created in partnership with AHA & Sponsor

Underwriting & Table Sponsorship Opportunities

Tier 5 (\$3,000) Corporate Table Sponsor: 8 seats & ¼ page recognition ad in Luncheon program

Tier 6 (\$1,500) Underwriting Opportunities: 8 seats & Program Listing (no ad)

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|------------------------|--------------|----------------------------------|---------------|
| Speaker | Program | Invitation | Save the Date |
| Chocolate Strawberries | Registration | As Common As Coffee (Coffee Bar) | |

Tier 7 (\$150) Individual Ticket to the Luncheon