

# 2010 Go Red for Women Campaign Sponsorship Opportunities

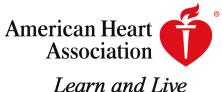
# **Sponsorship Opportunities**

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

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







locally sponsored by



nationally sponsored by





### Lead Sponsor Level & Benefits

All lead sponsors levels include a minimum of 8 seats and a  $\frac{1}{2}$  page recognition ad in the Luncheon program, in addition to comprehensive sponsor signage at the  $3^{rd}$  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 & 1/4 page recognition ad in Luncheon program

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

Speaker Program Invitation Save the Date

Chocolate Strawberries Registration As Common As Coffee (Coffee Bar)

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