



March 24, 2019 • Downtown City Hall • Palo Alto, California

### **Partner with the Racing Hearts Foundation**

Sudden Cardiac Arrest can strike anyone at anytime. According to the American Red Cross, about **350,000** Americans die of SCA each year, that's almost 800 American's per day - one death nearly **every two minutes**. Help support education and access to life saving heart defibrillators (AEDs) and together we can see more lives saved and everyone has a chance to live a full and active life.

#### **About RH**

- We are a California nonprofit based out of the San Francisco Bay Area
- To date we have placed over 800 AEDs increasing the heart safety of over 1.7M people
- We focus our mission with low-income underserved populations as studies have shown this distinction correlates with higher obesity and less consistent access to healthcare.
- Pioneered CA Senate Bill SB 658, signed by Gov. Brown Sept. 2015
- Pioneered CA Senate Bill SB 1397, signed by Gov. Brown Sept. 2018

#### **About the Event & Attendees**

- To be held March 24, 2019 at City Hall Plaza in Downtown Palo Alto in California
- In 2017, more than 1700 registered from the Bay Area to raise over \$40,000
- Included 21 sponsors for top name area companies
- Included 118 corporate and community teams in support active living for heart disease

#### **Partner Benefits**

- Sponsors recognized in the event registration and signage throughout expo
- Option to display handouts and materials at expo for maximum brand exposure
- Sponsors recognized in RH's newsletter and website.
- A tax-deductible gift that goes towards a reputable charity and meaningful cause.

#### **How Your Donation Helps**

- Funds device and supplies along with education of AEDs in critical community locations
- Enables the development of continued policy and advocacy at the statewide level.
- Increases the heart safety of community members

**For information about the Racing Hearts Foundation, visit [racinghearts.org](http://racinghearts.org).** To learn about in-kind donation or event sponsorship opportunities, please contact Stephanie Martinson at 650-308-4183 or [Stephanie@racinghearts.org](mailto:Stephanie@racinghearts.org)



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### 2019 Sponsorship Packages

#### Platinum Sponsor - \$15,000 or above

- 15 AEDs deployed into our community
- Everything in GOLD Level + more!

#### Gold Sponsor - \$10,000

- 10 AEDs deployed into our community
- Large Logo on t-shirt and team photo
- 8 complimentary race registrations
- Friends & Family \$5 reg. discount code
- Logo and Link on event website
- Table in the event pavilion

#### Silver Sponsor - \$5,000

- 5 AEDs deployed into our community
- Medium Logo on t-shirt and team photo
- 4 complimentary race registrations
- Friends & Family \$5 reg. discount code
- Logo and Link on event website
- Table in the event pavilion

#### Bronze Sponsor - \$2,500

- 2 AEDs deployed into our community
- Small Logo on t-shirt and team photo
- 2 complimentary race registrations
- Friends & Family \$5 reg. discount code
- Logo, Link on website & Table at event

#### Community Sponsor - up to \$2,499

- *or In-Kind up to \$1,000 value or more*
- Friends & Family \$5 reg. discount code
- Small Logo on t-shirt
- Logo and Link on event website
- Table in the event pavilion

#### Logo!



#### 5k walk/run and 10k run Routes!





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### 2019 Sponsorship Response Form

Sponsor's Company: \_\_\_\_\_

Sponsor Contact Person: \_\_\_\_\_

Phone: ( ) \_\_\_\_\_ Fax: ( ) \_\_\_\_\_

E-mail: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

#### Sponsorship Packages:

\_\_\_\_\_ Platinum Sponsor - \$15,000

\_\_\_\_\_ Gold Sponsor - \$10,000

\_\_\_\_\_ Silver Sponsor - \$5,000

\_\_\_\_\_ Bronze Sponsor - \$2,500

\_\_\_\_\_ Community Sponsor - \$2,499

\_\_\_\_\_ Water Station Sponsor - \$1,200

\_\_\_\_\_ 10k Course Sponsor - \$1,000

\_\_\_\_\_ 5K Course Sponsor - \$800

Name on signage and program: \_\_\_\_\_

#### Payment:

\_\_\_\_\_ Check for sponsorship enclosed

\_\_\_\_\_ check will be mailed by \_\_\_\_\_ (date)

#### Logo/Marketing Requirements:

Email high-resolution print files (.eps or uncompressed pdf) to [info@racinghearts.org](mailto:info@racinghearts.org)

Donor's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please email form to [info@racinghearts.org](mailto:info@racinghearts.org) or mail to 4123 Park Blvd. Palo Alto CA 94306. Checks should be made payable to "Racing Hearts." Sponsors will be acknowledged on all marketing and event materials if form is received by **Feb. 14, 2019**.