



# The Fairbanks **Go Red** for Women Event Conference & Luncheon February 15, 2013 - Carlson Center

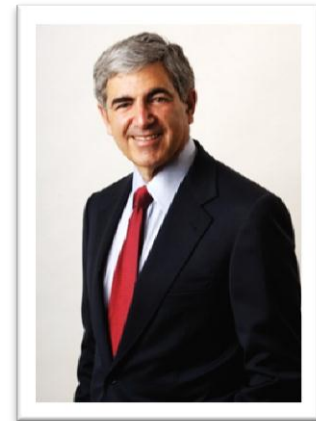
## The **Go Red for Women Luncheon and Conference Event...**

is a life changing, educational event that will empower women and men to celebrate the power of a community to fight cardiovascular diseases, the No. 1 health threat to American's.

### **The Go Red Event Schedule:**

**8:30 a.m. - 11:00 a.m. Health Education Seminars  
Bistro Breakfast & Latté Bar  
Health Screenings & Expo  
Red Carpet Photos  
Shopping at the Auction Galley  
Spa & Beauty Lounge**

**11:15 a.m. - 1:00 p.m. The Go Red Luncheon Program!**



**Joe Piscatella**  
*The Keynote Speaker*

**Joe** is an outstanding healthy lifestyle speaker, *TIME* magazine calls him "a force for positive change." Joe is entertaining, informative, motivating and inspirational!

**Joe Piscatella** is one of the country's leading experts on lifestyle and cardiac health. His accomplishments include:

- Frequent guest on *The Today Show, CNN, Fox News & Good Morning America*;
- "Guest expert" on WebMD;
- President of the Institute for Fitness & Health;
- Author of 12 best-selling books;
- Host of three PBS television programs;

Joe knows the science of healthy living, but he understands the practical application as well. After undergoing bypass surgery at age 32, he has utilized lifestyle habits to successfully manage his health. Today, Joe is one of the longest-lived survivors of bypass surgery in the world, 34 years and counting!

For more event information please visit [www.FairbanksGoRedLuncheon.org](http://www.FairbanksGoRedLuncheon.org)

# Go Red Sponsorship Opportunities



## **Sponsor Level            \$7,500**

This level package is customized with you to meet your company's needs. This package presents participation in *every* aspect of the event, in addition will include the following:

- Production of a :30 second television spot featuring your company representative at your business showing your Go Red support. Spot will run 170 +times on GCI cable and local networks.
- A premier table of eight at the event luncheon
- Eight invitations for your guest to the morning workshop sessions, health expo and breakfast
- Your company logo featured in all promotional and press materials
- Logo placed on collateral materials, including invitations and event flyer
- Your company logo on the Fairbanks Go Red for Women event site and name listed on Facebook
- A premium half-page recognition in the event program
- Opportunity to include promotional item(s) in each luncheon gift bag
- Name recognition on your guest's premiere table
- Prime oversized exhibit booth for the entire day
- Recognition of your contribution on stage with a commemorative plaque
- Opportunity to incorporate specialty sponsor options (\*see list of specialty options on final page)

### **Extensive Media Package Also Included Totaling \$13,389**

Television & Print-Logo predominately placed and throughout the ads

\$2,750 –Cable & Local Television Package (300 + Spots) featuring your logo.

\$1,700 A fully produced 30 second commercial with additional run times which could include a representative from your company in support of the local Go Red for Women (170+ Spots)

*Additional frequency is anticipated (though not guaranteed) through utilization of GCI's unused inventory.*

*In support of the 2013 Go Red over 900 :30 commercials aired in on 21 GCI networks!*

\$10,622 News Print Package- *Fairbanks Daily News Miner* Go Red event ads featuring your logo

## **Sponsor Level            \$5,000**

This package is customized with you to meet your company needs. This package allows your participation in the luncheon event and all of the following opportunities:

- Eight tickets for the entire event with priority seating at the event luncheon
- Your eight guests receive event invitations on your behalf
- Logo placed on all printed materials, including invitations and program book
- Your company name on the Fairbanks Go Red for Women web site and Facebook
- Name recognition on your guest's table
- Quarter page recognition with logo in event program book
- Opportunity to include promotional item(s) in each luncheon gift bag
- Prime exhibit booth space with opportunity for a banner for the entire day
- Recognition on stage of your contribution with a Commemorative Plaque
- Opportunity to incorporate specialty sponsor option (\*see list of specialty options on final page)

### **Media Package Also Included Totaling \$9,775**

Television & Print- Logo predominately placed and throughout the ads

\$2,750 GCI Cable & Local Television Package- in addition to PSA's (300+ Spots)

\$7,025 News Print Package- *Fairbanks Daily News Miner* Go Red event ads featuring your logo

# Go Red Sponsorship Opportunities



## **Sponsor Level                      \$2,500**

A customized package-sponsorship will include the following:

- One table of eight with priority seating at the luncheon portion of the event
- Eight tickets to the conference portion of the event which includes the health related workshops, health expo and breakfast
- Name recognition on your reserved table
- Your eight guests receive event invitations on behalf of your company
- Business card size recognition in event program book
- One exhibit booth for the entire day of the event
- Name listed in the Fairbanks Daily News Miners event ads
- Opportunity to include promotional item in each attendees gift bag
- Some special marketing opportunities (see final page for options)

## **Corporate Table Package                      \$1,200**

Your company can fill a table with your valued clients, employees, vendors or others who would benefit from hearing the Go Red for Women message.

- Eight tickets to the conference portion of the event, which includes various health related workshops, the health expo and breakfast
- One table of eight with reserved seating at the luncheon portion of the event
- Company name list on your table
- Your eight invited guests receive event invitations on behalf of your company
- Listed as table sponsor in event program book

## **Health Expo Sponsor                      \$1,500**

- Two tickets to the luncheon and conference
- One exhibition table and opportunity to provide incentives or gifts to all attendees
- Involvement with AHA, recognized as a major national health organization which provides positive perception by more than 98% of the American public

## **Friend of Heart Sponsor                      \$500**

- Two tickets to the luncheon and conference
- Listed in the printed Go Red Program



## Specialty Opportunities for Sponsors (\$5,000+)

### **Centerpiece Sponsor**

Sponsor the beautiful centerpieces displayed on every table throughout the luncheon.

- Your name and company logo will be incorporated in the 85+ centerpieces
- You will be recognized as the Centerpiece Sponsor during the luncheon program

### **CPR Anytime**

Increase the number of individuals who can perform CPR in an emergency. CPR Anytime kits include a compact dummy and a 20-minute DVD to educate users on how to perform CPR Anytime. Receive tremendous exposure at the Go Red Event and throughout the community in addition to:

- Your company name and logo on all CPR kits
- Co-branded insert "introduction" letter in kits

### **Decoration Sponsor**

Sponsor the beautiful décor throughout the entire event. Your name and company logo will be incorporated in the décor and printed in the morning and luncheon program.

### **Heart-to-Heart Morning Workshop Sponsorship**

Sponsor a 40 minute breakout session on a relevant topic (e.g. Nutrition, Exercise, and Health & Stress Management).

- The opportunity for your company representative(s) to present the educational session
- Your presenter's bio, photo & session description will be featured in the morning program

### **Health Screening Sponsorship**

Sponsor screening for any of the following: Fitness, Blood Pressure, Glucose, Cholesterol, Stroke or other health related screenings during the morning Health Expo.

### **Keynote Speaker Sponsor**

Sponsor the Key Note Speaker of the Go Red for Women Event luncheon program.

- Opportunity to introduce the speaker from stage during the luncheon program
- Your company will be recognized as the Key Note Speaker Sponsor in media and the printed program

### **Luncheon Menu /Nutrition Sponsorship**

Sponsor the featured meal of the Go Red Luncheon. A table card placed for each all guests will state "Meal is brought to you by your Company." The recipe(s) cards will also include your logo and the menu with Heart Healthy cooking tips.

### **The Men's Breakfast \*New this Year- SOLD**

Sponsor and host the exclusive Men's Breakfast featuring Key Note speaker Joe Piscatella the morning of the Go Red:

- Opportunity to meet and greet all Go Red attendees during the breakfast event

## Specialty Marketing Opportunities for Sponsors (\$2,500+)

**Registration Sponsor-** Be recognized as the Conference and Luncheon Registration Sponsor. Your company can meet and greet all the attendees as they arrive to the event.

**Photo Booth-** Sponsor the Go Red Photo Booth during the event. Attendees can get their photos taken in the photo booth, your name and logo would be displayed on every photo and displayed on the booth.

**The Silent Auction Gallery Sponsor-** Be recognized as the Silent Auction Gallery Sponsor. Your company logo will be displayed throughout the auction gallery and in the morning session program.

**The Beauty & Spa Lounge-** Sponsor the new Beauty and Spa Lounge and area during the morning sessions. Your company can host a spa or beauty treatment/display and meet and greet attendees.

**Mission Sponsor- Better U-** Host the "BetterU" booth encouraging attendees to sign up for AHA's FREE online 12 week program providing nutritional information/ideas for a healthier lifestyle!