

Fairbanks Go Red for Women



Go Red For Women is nationally sponsored by



Conference & Luncheon Event

FEBRUARY 12, 2016 | CARLSON CENTER

Proudly Presented By Fairbanks Memorial Hospital



Featuring Andrea Beaman
Holistic Health Coach and Thyroid



Event Chair: Wes Madden

FAIRBANKSGOREDLUNCHEON.HEART.ORG
907-374-2927



Fairbanks Go Red for Women



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Event Overview

Friday, February 12, 2016

About the Keynote Speaker: Andrea Beaman (HHC, AADP, CHEF) is a nationally renowned Holistic Health Coach and Natural Foods Chef. Named one of the top 100 Most Influential Health and Fitness Experts of 2012 by Greatist.com, she is also a recipient of the Natural Gourmet Institute's Award for Excellence in Health-Supportive Education and a Health Leadership award from The Institute for Integrative Nutrition.

In addition to hosting her award-nominated cooking show Fed Up!, she has been featured on Top Chef, The View, CBS news, Fox News, Emeril Live and Martha Stewart's Whole Living radio. She also teaches classes and seminars at a wide range of institutions nationwide.



Andrea Beaman

Holistic Health & Thyroid Expert

Event Schedule:

February 11 | 7:30 a.m. | MEN'S RED TIE BREAKFAST

The Men's Breakfast is an empowering, enlightening and fun event to create awareness, provide education and raise funds in the battle against women's number one killer: Heart Disease.

**Tickets or Sponsorship opportunities available*

February 12 | 8:30 - 11:00 a.m. | GO RED HEALTH CONFERENCE

Educational Health Seminars, Screenings and Expo, Red Carpet Photos, Spa & Beauty Lounge, Silent Auction Gallery and Breakfast

Join us for a morning filled with Heart Healthy Seminars, Health Screenings, opportunities to shop the expansive Silent Auction and catch up with friends over breakfast.

February 12 | 11:15 a.m. - 1:00 p.m. | GO RED LUNCHEON PROGRAM

Health is Wealth: Make a Delicious Investment in You!

Featuring Andrea Beaman, Holistic Health Coach and Thyroid Expert. Hear survivor stories, learn how heart disease affects a family and how you can help stop heart disease in our lifetime.

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Sponsorship Opportunities

**Opportunities to customize Go Red Sponsorship packages available*

Go Red for Women Specialty Sponsor

\$7,500

- Customized to meet your company's needs
- Participation in every aspect of the event
- 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 opportunities below)
- **NEW** 2 Tickets to the Men's Breakfast
- **NEW** Attendance to the VIP Meet & Greet for you and your guests

Go Red for Women Gold Sponsor

\$5,000

- Customized to meet your company needs
- Participation in the luncheon event
- 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 a specialty sponsor option (*see opportunities below)
- **NEW** 2 Tickets to the Men's Breakfast
- **NEW** Attendance to the VIP Meet & Greet for you and your guests

Media Package

- Logo predominately placed and throughout cable & local television and news print advertisements

Sponsorship Opportunities

**Opportunities to customize Go Red Sponsorship packages available*

Go Red for Women Ruby Sponsor

\$2,500

- Customized package to meet your company's needs
- 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 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

Go Red for Women Corporate Table

\$1,400

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

***For a limited time, pay for this package online and save \$100!*

Go Red for Women 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

\$500

- Two tickets to the luncheon & conference
- Your companies name listed in the printed Go Red Program

Men's Red Tie Breakfast Corporate Table

\$500

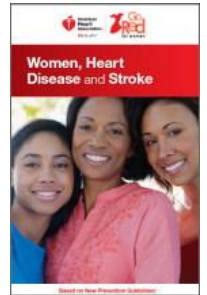
- Eight tickets to the Men's Breakfast
- One table of eight with reserved seating at the breakfast portion of the event
- Company name listed on your table
- Your eight invited guests receive event invitations on behalf of your company

Go Red For Women Specialty Sponsorship Assets

Opportunity to include one of the following with a \$5,000+ sponsorship

Women, Heart Disease and Stroke

- Opportunity to hand out a co-branded 32 page booklet during the morning conference that will provide women of all ages with information that raises awareness of heart disease and stroke, related risk factors, warning signs, and what to do in an acute event. Women are urged to work with their healthcare provider to make a plan for achieving ideal cardiovascular health.



Survivor Gallery

- Sponsor unique traveling photo exhibit that features local, heart and stroke survivors
- Exhibit can travel throughout the community to sponsor companies, public areas and other Go Red For Women events
- Highlight the gallery during January on Facebook & on the Go Red Website



Survivor Toast & Recognition

- Opportunity for a representative from your company to offer a toast to the survivors present during the luncheon program
- Corsages/boutonnieres will be gifted to survivors on behalf of your organization
- Express check-in at Go Red Luncheon for survivors hosted by your company



Survivor Stories

- Create a connection to the mission at by highlighting a compilation of survivor stories
- Cards will be handed out at registration that will include a survivors story.
- Survivor stories will be shared on social media sights leading up to the Go Red Event.



Tribute Wall Sponsor

- Opportunity to host the Tribute Wall (new in 2016) where guests can honor or memorialize a loved one during the morning Go Red Conference.



Go Red For Women Specialty Sponsorship Assets

Opportunity to include one of the following with a \$5,000+ sponsorship

Photobooth Sponsor (SOLD)

- Opportunity to host and underwrite the Photo Booth
- Logo will be featured on each printed photograph



Menu Sponsor

- Opportunity for 2-3 representatives from your company to attend the exclusive Go Red Menu tasting event to select the meal being served during the luncheon.
- Half page recognition* in the Go Red printed program including the recipe for the luncheon meal. **Separate from Go Red advert*
- Your company will be thanked from stage for sponsoring the heart healthy lunch

We Did That!

- Large posters will be placed throughout the Go Red Event featuring facts of what the American Heart Association has accomplished. These will be co-branded with your company's logo.



Hands-Only CPR (SOLD)

- Opportunity to provide CPR Anytime kits to the event audience
- Co-branded introduction letter in CPR kits gifted to guests
- Your companies logo will be placed on the CPR kits
- Booth in reception area or expo with the CPR kit allowing people to learn more and practice



Silent Auction Gallery Sponsor

- Sponsor the Silent Auction Gallery. Your company's logo will be included on all the bid sheets and displayed throughout the silent auction.

Fairbanks

Men's Red Tie Breakfast

Thursday, February 11, 2016, Carlson Center

Sponsorship Opportunities

**Opportunities to customize sponsorship packages available.*

Men's Red Tie Society Sponsor

\$2,500

- One table of eight for the Men's Breakfast
- Opportunity to sponsor the Men's Red Tie Society
 - Logo will be included on the Open Your Heart donation cards
 - Company Logo will be included on thank you cards sent to individual supporters of the Men's Breakfast
- Company logo included on all promotional materials including Men Go Red invitations and website
- Company logo predominately displayed throughout the Men's Breakfast
- Company thanked from stage in both the Men's Breakfast and the Go Red Luncheon
- Heart Healthy Breakfast and a powerful life saving message from Go Red Keynote Speaker
- Listed in the printed Go Red Program as a Men Go Red Sponsor

Men's Red Tie Signature Sponsor


\$1,500

- One table of eight for the Men's Breakfast
- Company logo included on all promotional materials including Men Go Red invitations and website
- Company logo predominately displayed throughout the Men's Breakfast
- Company thanked from stage in both the Men's Breakfast and the Go Red Luncheon
- Heart Healthy Breakfast and a powerful life saving message from Go Red Keynote Speaker
- Listed in the printed Go Red Program as a Men Go Red For Women Sponsor

Men's Red Tie Breakfast Corporate Table

\$500

- One table of eight for the Men's Breakfast
- Heart Healthy Breakfast and a powerful life saving message from Go Red Keynote Speaker
- Listed in the printed Go Red Program as a Men Go Red For Women Sponsor



Men who "Go Red" will have an opportunity to join the **Red Tie Society**, a dynamic group of men who stand behind the women they care about — wives, mothers, daughters, sisters and friends — while influencing and inspiring communities.