



HeartLink gala

Friday, October 25, 2019
6-9:30 pm
Hilton Minneapolis

SPONSORSHIP OPPORTUNITIES

2019 HEARTLINK GALA
HONORARY CHAIRS:
Keri & Steve Nelson, CEO of UnitedHealthcare

PRESENTING SPONSOR:
UnitedHealthcare

The HeartLink Gala is a signature annual event in the Twin Cities, attended by 600 influential philanthropists, CEOs of Fortune 500 companies, health care professionals and others passionate about children's health. This year's gala will highlight our 50th Anniversary.

Children's HeartLink supports partner hospitals in Brazil, China, India, Malaysia and Vietnam.

IMPACT LAST YEAR

ALMOST 2,000 medical professionals trained
MORE THAN 135,000 children served
\$760,000 donated in professional time by medical volunteers to train and mentor their peers at our partner hospitals around the world.
Over \$1 Million raised at our gala (over 30% of Children's HeartLink's annual budget).

Visit www.childrensheartlink.org
for more information.

OUR MISSION

To save the lives of children with heart disease, we partner with organizations to train medical teams, provide education and transform health care in underserved parts of the world.

THE NEED

Congenital heart disease affects one in 100 children. Only one in 10 children has access to care.

WHY PARTNER WITH US?

Your partnership:

- Makes you part of our mission and supports our lifesaving work.
- Helps us develop pediatric cardiac programs in emerging economies. The medical professionals we train go on to train the next generation of leaders in pediatric cardiac care.
- Provides brand exposure to influential philanthropists and business leaders.

2019 HEARTLINK GALA EXECUTIVE LEADERSHIP COMMITTEE

Honorary Chair: Steve Nelson, UnitedHealthcare

Richard Anderson, Amtrak

Paurvi Bhatt, Medtronic Foundation

John Cosgriff, UnitedHealthcare

Jeff Evanson,* Outlook Therapeutics

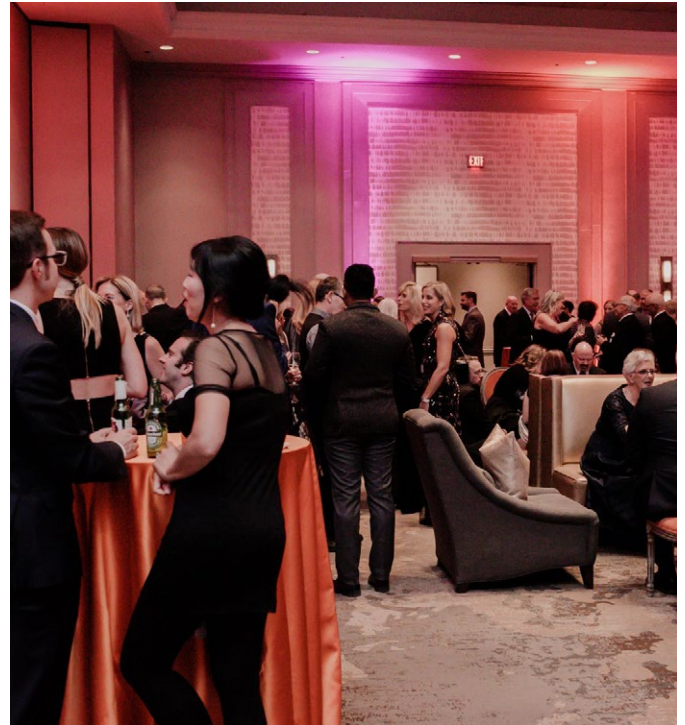
Omar Ishrak, Medtronic

Geoff Martha, Medtronic

Daryl Richard, UnitedHealthcare

Tim Welsh, U.S. Bank

*Children's HeartLink Board of Directors



A list of last year's HeartLink Gala sponsors can be found at childrensheartlink.org/heartlink-gala/

2019 HEARTLINK GALA LOGO & AD DUE DATES

LOGOS ARE DUE BY:

for Platinum Sponsors

- June 14 - for inclusion in Save the Date Postcard
- August 23 - for inclusion in Event Invitation
- September 20 - for inclusion in Printed Program

LOGO SPECIFICATIONS:

- Vector, .eps or .pdf files are preferred
- Single color logo

ADS ARE DUE BY SEPTEMBER 20

for Platinum, Gold and Silver Sponsors



AD SIZE	width	height
Full	8.5"	5.5"
Half	4.125"	5.5"
Quarter	4.125"	2.625"

IMAGE RESOLUTION:

All photos must have a resolution of 300 DPI at 100% of the print size. All color images must be in CMYK format: No RGBs, Pantones or spot colors. Any ads with noncompliant colors will be converted to CMYK, and color accuracy cannot be guaranteed.

MARKS AND BLEED SETTINGS:

Please do NOT use bleed or crop marks.

FILE FORMAT:

PDF/X-1a files are strongly recommended.

NOTES:

If you reference Children's HeartLink, note that the 'L' is capital. Files should be named Size_Company.pdf example: full_nike.pdf, quarter_nike.pdf

SUBMISSION:

Send files to bobbi@childrensheartlink.org

2019 HEARTLINK GALA SPONSORSHIP OPPORTUNITIES

	PLATINUM \$25,000	GOLD \$10,000	SILVER \$5,000	BRONZE \$2,500
Preferred Seating for 10 Guests	Two Tables			
General Seating for 10 Guests		One Table	One Table	One Table
Invitation to Honorary Chairs' Reception	•			
Signage at Honorary Chairs' Reception	•			
Signage at Silent Auction	•	•	•	•
On-Screen Recognition during Program	Logo	Mention	Mention	Mention
Save the Date Postcard Recognition	Logo	Mention		
Invitation Recognition	Logo	Mention	Mention	
Ad in Program	Full Page	Half Page	Quarter Page	Mention
Website Recognition	Logo	Mention	Mention	Mention
Social Media Recognition	Mention	Mention	Mention	Mention
Children's HeartLink Annual Report	Mention	Mention	Mention	Mention

SPONSORSHIP COMMITMENT FORM FOR 2019 HEARTLINK GALA

Who should we contact regarding this sponsorship?

Name & Title _____

Company/Organization _____

Address _____

City/State/Zip _____

Phone _____

Email _____

Exactly how should you/your organization be listed in recognition materials:

Sponsorship Level:

___ Platinum Sponsor \$25,000 (\$23,500 tax deductible)

___ Gold Sponsor \$10,000 (\$9,250 tax deductible)

___ Silver Sponsor \$5,000 (\$4,250 tax deductible)

___ Bronze Sponsor \$2,500 (\$1,750 tax deductible)

Payment:

___ A check made payable to Children's HeartLink is enclosed

___ Please send me an invoice

___ Visa, MasterCard or American Express

Number _____

Expiration Date _____

Please return completed form to:

Bobbi Morris, Events Manager
Children's HeartLink
5075 Arcadia Avenue
Minneapolis, MN 55436-2306

Fax: 952.928.4859

Or contact Bobbi Morris at:
bobbi@childrensheartlink.org
952.928.4860 ext. 16