



# HeartLink gala

PRESENTED BY  
MCKINSEY & COMPANY

Friday, November 3, 2017 | 6-9:30 pm  
Hilton Minneapolis  
Honorary Chairs: Liz and Tim Welsh,  
former Senior Partner at McKinsey & Company,  
now Vice Chairman of Consumer Banking Sales and  
Support at U.S. Bank



The HeartLink Gala is a signature annual event in the Twin Cities, attended by 700 influential philanthropists, CEOs of local Fortune 500 companies, health care professionals and others passionate about children's health. Last year's gala, presented by Cargill, raised over \$930,000 (over 40% of Children's HeartLink's annual budget). The money raised is used to train pediatric cardiac teams in regions of great need so they can provide high-quality care for children with heart disease.

Children's HeartLink supports partner hospitals and programs in Brazil, China, India, Malaysia and Vietnam. This year's gala will highlight its work in Vietnam.

Last year Children's HeartLink provided training for 1,768 medical professionals around the world. And in turn, those medical professionals served over 74,000 children. Over \$685,000 in professional time was donated by 160 medical volunteers to train and mentor their peers at our partner hospitals around the world.

Visit [www.childrensheartlink.org](http://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 self-sustaining 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.
- Extends Minnesota's legacy of leadership in global philanthropy. The Twin Cities is one of the top five regions in the country for philanthropic dollars dedicated to global giving.

## 2017 HEARTLINK GALA EXECUTIVE LEADERSHIP COMMITTEE

Honorary Chair: Tim Welsh, U.S. Bank  
Lydia Botham, Land O'Lakes Foundation  
Richard Davis, U.S. Bank  
Reba Dominski, U.S. Bank Foundation  
Omar Ishrak, Medtronic  
Molly Joseph, UnitedHealth Group  
Dave MacLennan, Cargill  
Audrey Manacek, McKinsey & Company  
Geoff Martha, Medtronic  
Michael O'Leary, Ernst & Young  
Tolá Oyewole, Cargill  
Chris Policinski, Land O'Lakes  
Ken Powell, General Mills



## 2016 HEARTLINK GALA SPONSORS

### PRESENTING SPONSOR

Cargill

### PLATINUM SPONSORS

Boston Scientific • CHS, Inc. • Delta Air Lines  
Ernst & Young • Hubbard Broadcasting, Inc.  
Land O'Lakes • McKinsey & Company  
Medtronic, Inc. • Pentair • St. Jude Medical  
UnitedHealth Group • U.S. Bank

### GOLD SPONSORS

Liliane and Guillaume Bastiaens  
Ken Powell and Wendy Bennett • Best Buy  
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Richard and Theresa Davis • Deloitte  
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Susan Kent Anderson and Richard Anderson  
Geoff and Stephanie Martha • Minnesota Vikings  
Mortenson • Robins Kaplan  
Schwan's Corporate Giving Foundation  
Ray Skowrya and Marianne Short

### SILVER SPONSORS

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Faegre Baker Daniels • McGough Construction  
Medica • PwC • Wells Fargo

### BRONZE SPONSORS

JoAnne and David Alkire • Allina Health System  
Ann and Joseph Dearani, M.D. • Jackie Boucher  
Jeff and Brynn Evanson • Jean and John Hedberg  
Susan Gebelein and Richard Holcomb  
Penny and Bill George, George Family Foundation  
Hogan Lovells US LLP • Laura and Joe Kiser, M.D.  
KPMG LLP • Steve and Katherine Austin Mahle  
Minneapolis Heart Institute Foundation  
PadillaCRT • Palanisami & Associates, Inc.  
Patterson Dental • Judy and Jim Rice  
Jacqueline and Kenneth Stein, M.D.  
Mike and Elizabeth Sweeney • Thomson Reuters  
Vocera Communications • Waycrosse, Inc.

## 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 Network Recognition	Mention	Mention	Mention	Mention
Children's HeartLink Annual Report	Mention	Mention	Mention	Mention

### SPONSORSHIP COMMITMENT FORM FOR 2017 HEARTLINK GALA PRESENTED BY MCKINSEY & COMPANY

**Who should we contact regarding this sponsorship?**

Name & Title \_\_\_\_\_  
 Company/Organization \_\_\_\_\_  
 Address \_\_\_\_\_  
 City/State/Zip \_\_\_\_\_  
 Phone \_\_\_\_\_  
 Email \_\_\_\_\_

**Payment:**

\_\_\_ A check made payable to Children's HeartLink is enclosed  
 \_\_\_ Please send me an invoice  
 \_\_\_ Visa, MasterCard or American Express  
 Number \_\_\_\_\_  
 Expiration Date \_\_\_\_\_

**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)

**Please return completed form to:**

Bobbi Morris, Events Manager  
 Children's HeartLink  
 5075 Arcadia Avenue  
 Minneapolis, MN 55436-2306  
 bobbi@childrensheartlink.org  
 952.928.4860 ext. 16  
 952.928.4859 (fax)

## LOGO & AD DUE DATES

### LOGOS ARE DUE BY:

for Platinum Sponsors

- June 30 - for inclusion in Save the Date Postcard
- August 15 - for inclusion in Event Invitation
- September 29 - for inclusion in Printed Program

### LOGO SPECIFICATIONS:

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

### ADS ARE DUE BY SEPTEMBER 29

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\_apple.pdf

### SUBMISSION:

Send files to [bobbi@childrensheartlink.org](mailto:bobbi@childrensheartlink.org)