



Niacin	25%	25%
Vitamin B6	25%	25%
Folic Acid	25%	25%
Vitamin B12	25%	25%
Phosphorus	25%	25%
...

The Sixth Annual

Heart&Stroke
HEART OF GOLD
gala



**HEART &
 STROKE**
 FOUNDATION
 OF BC & YUKON

Finding answers. For life.

www.heartandstroke.bc.ca

The Sixth Annual Heart of Gold Gala

The Heart of Gold Gala is the Heart and Stroke Foundation's signature gala event and one of the most exclusive fundraising evenings in BC. Over four-hundred guests will enjoy one of Vancouver's most outstanding social evenings of dining, dancing and fundraising.



Date:	Friday, June 11, 2010
Time:	Cocktail Reception: 6:00 pm Dinner: 7:30 pm
Location:	The Fairmont Hotel Vancouver
Key Target Audience:	Influential and affluent individuals Ages 45+ \$150k + net annual earnings
Expected Attendance:	450



**HEART &
STROKE**
FOUNDATION
OF BC & YUKON

Finding answers. For life.

www.heartandstroke.bc.ca

About the Heart and Stroke Foundation of BC & Yukon

The Heart and Stroke Foundation of BC & Yukon, a volunteer-based health charity, leads in eliminating heart disease and stroke and reducing their impact through the advancement of research and its application, the promotion of healthy living, and advocacy.

Results that change lives

Through the Heart and Stroke Foundation of BC & Yukon, British Columbians have contributed over \$100 million over the years towards the advancement of scientific research. Step-by-step, this important work improves our understanding of cardiovascular disease, leads to new treatments, and increases our ability to prevent this disease.

Champions for change

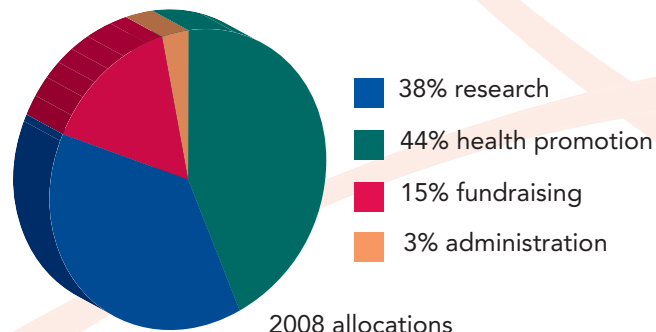
On behalf of the people of BC and the Yukon, the Heart and Stroke Foundation champions improvements to healthcare delivery, change in public policy, and programs that facilitate heart healthy lifestyles. Recently, we were successful in lobbying the government to further reduce everyone's exposure to tobacco smoke in public places.

Health Promotion

Prevention is key in the fight against heart disease and stroke and the Foundation is committed to supporting education programs that will teach the value of heart healthy lifestyles. From HeartSmart Kids™ to walking clubs to information delivery, the Foundation delivers a wide range of initiatives throughout British Columbia. The knowledge is yours to share.

Where the money goes

Total gross revenue for 2008 = \$22.8 million



HEART &
STROKE
FOUNDATION
OF BC & YUKON

Finding answers. For life.

www.heartandstroke.bc.ca

Your Opportunity

Increased Brand Exposure:

- 97% of British Columbians regard the Foundation as a trusted source of information about heart disease, up from 94% in 2006. *

Return on your Investment:

- Measurable, tangible benefits that show a return on sponsorship investment.

Community Profile:

- Enhanced profile and public positioning in the community through four intensive months of event marketing.

Target Audience:

- 450 influential and affluent individuals with high disposable incomes.

Client Hosting Experience:

- Unique hosting opportunities, connecting you more deeply with the local community and your target audience.

Employee Involvement:

- Team building and employee reward & acknowledgment.

Our Desire

To develop strategic partnerships with organizations that share our value for leadership, excellence and innovation.

To align with businesses that have an interest in sponsoring one of our signature events, raising funds to support heart disease and stroke research and education.

** Ipsos Reid March 2007 poll*



**HEART &
STROKE**
FOUNDATION
OF BC & YUKON

Finding answers. For life.

www.heartandstroke.bc.ca

Sponsorship Opportunities 2010

Sponsorship Level and Cost	Presenting \$20,000	Reception \$12,500	King of Hearts \$10,000	Queen of Hearts \$7,500	Prince of Hearts \$5,000	Sweethearts \$2,500
Sponsor Profile:						
Sector exclusivity	✓	✓	✓	✓	-	-
Company logo recognition on all print advertising including newspapers & magazines (in past years media vehicles included Vancouver Sun & BC Business)	✓	✓	✓	✓	✓	-
Colour logo recognition via e-blast including: Reach of 4,000 members of Vancouver Board of Trade x two waves and Reach of 10,000 HSFBCY contacts x two waves	✓	✓	✓	✓	✓	✓
Ad in hand-delivered Program & Auction Catalogue & logo recognition on back cover (delivered before event and viewed throughout the evening)	Full Page	2/3 Page	2/3 Page	1/3 Page	-	-
Broadcast advertising (TV & Radio)	✓	-	-	-	-	-
Colour logo recognition on printed invitations to 2,000 HSFBCY prospects and attendees	✓	✓	✓	✓	✓	✓
Gala Tickets:						
Complimentary tickets (valued at \$250/ticket)	10	8	6	4	2	-
Premium reserved seating for sponsors & guests including acknowledgement via table topper	✓	-	-	-	-	-
Website Prominence:						
Prominent placement of your logo (rotation) on the HSFBCY homepage, one of the primary vehicles used by event attendees to register	✓	-	-	-	-	-
A direct link to your website on the HSFBCY sponsorship page AND registration page (duration Sept/09 - Aug/10)	✓	✓	✓	✓	✓	-
Excellent On Site Exposure:						
Logo recognition on-screen (PowerPoint slides)	✓	✓	✓	✓	✓	-
Mention at the podium when all sponsors are thanked	✓	✓	✓	✓	✓	-
Logo placement on signage board at cocktail reception	✓	✓	✓	✓	✓	✓
Opportunity to include company promotional product in attendee gift bags (no paper)/ pending approval by HSFBCY	✓	✓	✓	✓	✓	✓
Acknowledgement Post Event:						
Kudos in Vancouver Sun after event	✓	-	-	-	-	-
Thank you ad in Vancouver Sun, BC Business & HSFBCY website	✓	✓	✓	✓	✓	-
Summary Report	✓	✓	✓	✓	✓	✓
Certificate of Appreciation	✓	-	-	-	-	-
Recognition in HSFBCY Annual Report	Mentioned & Listed	Listed	Listed	Listed	-	-
Recognition on HSFBCY Donor Wall	✓	✓	✓	✓	✓	✓
Logo recognition in HSFBCY Hearts and Minds newsletter	✓	✓	✓	✓	-	-

2009 Heart of Gold Gala Sponsors

LEADING COMMUNITY PARTNER



KING OF HEARTS



QUEEN OF HEARTS



PRINCE OF HEARTS



MEDIA



Highlights of the 2009 Heart of Gold Gala

in the Heart of the Jungle

