



RETURN ON INVESTMENT



WHY SUPPORT THE HEART BEACH BALL

- The American Heart Association aims to be a neutral & natural environment for all interested in creating an impact in the cardiovascular health of our community.
- Cardiovascular disease is our nation's #1 killer, taking the lives of more people than AIDS, diabetes and all forms of cancer combined.
- Stroke is our #3 killer and a leading cause of serious, long term disability.
- Cardiovascular diseases will cost the United States an estimated \$475.3 billion this year.
- One out of three children & adolescents are overweight or obese, making childhood obesity one of our nation's leading health threats.

2010 HEART BEACH BALL RESULTS

On Saturday, June 12th, 2010, more 300 guests attended the inaugural 2010 Heart Beach Ball on the sand of the Hotel del Coronado. Thanks to generous sponsorships and individual support, the event raised a total of \$245,000. We hope you will join us Saturday, June 11, 2011, at The Del once more!

WHY PARTNER WITH THE AMERICAN HEART ASSOCIATION?

- The AHA is the leading non-government agency to fund cardiovascular and stroke research.
- In 2009-10, the San Diego division raised \$1.9 million, but brought back \$10.6 million of research and education funding... an investment multiplied **five** times!
- 98% of Americans perceive the American Heart Association positively, which provides brand credibility for you.
- 92% say that they have a more positive image of companies and products that support causes.
- Create a point of differentiation from other companies in your market and industry.

RESEARCH & SCIENCE:

OUR COMMITMENT TO YOUR HEALTH

By advancing groundbreaking research and pioneering transformative initiatives, we're giving you the knowledge and power to live a longer, healthier life.

American Heart Association-funded research has led to the discovery and development of many treatments and procedures that were once more like science fiction. Advances such as cardiopulmonary resuscitation (CPR), cardiac catheterization, bypass surgery, stents, clot-busting drugs and transplantation are among the many life-saving treatments and procedures our funding has supported.

The table below shows how San Diego benefits from AHA funding:

RESEARCH FUNDED for 2010			RESEARCH NOT FUNDED	
San Diego Institution	Amount	Awards	Amount	Awards
UC San Diego	\$7,524,040	42	\$1,064,000	4
Scripps Research Institute	\$492,000	5	\$346,000	5
San Diego State University	\$86,000	2	\$43,000	1
La Jolla Institute for Allergy & Immunology	\$167,000	2	\$81,000	1
SDSU Research Foundation	\$43,000	1		
Veterans Medical Research Fdtn	\$355,000	3	\$104,000	1
The Burnham Institute	\$1,333,000	10		
Torrey Pines Institute			\$44,000	1
The Salk Institute for Biological Studies	\$616,000	2		
TOTAL AMOUNT	\$10,616,040	67	\$1,682,000	13

AND STILL SO MUCH IS LEFT UNFUNDED...

Total meritorious research awards left unfunded in San Diego included 13 awards for \$1,682,000. These are potential breakthroughs that could save the life of loved ones... or your own.

HEART BEACH BALL SPONSORSHIP PROVIDES:

- ♥ Exposure to 300+ participants with interest in research, health education, wellness and prevention.
- ♥ Face to face access to high-level individuals in the corporate, medical & philanthropic community.
- ♥ Increased brand identity through marketing collateral and signage:
 - Logo in event collateral
 - 2,000 save the dates
 - 2,000 invitations
 - 500 event programs
 - Table of 10 at the Heart Beach Ball
 - Acknowledgement in event program
 - Acknowledgement from podium and screen
 - Event Signage
- ♥ Opportunity to align with a cause seeking to increase optimum cardiovascular health, decrease risk factors and provide education on how to do so for children and adults in our community.