



# 2025 HOUSTON HEART BALL SPONSORSHIP OPPORTUNITIES

**FEBRUARY 15, 2025**

THE HILTON AMERICAS - HOUSTON

The **HOUSTON HEART BALL** is an annual celebration of the work made possible through community leaders and supporters like you. Thanks to more than \$140M in donations from Houston supporters alone, the AHA has funded groundbreaking discoveries that have helped drive a 22% decline in cardiovascular deaths over the last 30 years!

As a sponsor the Heart of Houston campaign, you will have the opportunity to create meaningful change in our community in ways that will help affect the landscape of heart disease and stroke. This campaign provides customizable opportunities that combine community support and employee engagement while also recognizing your company.

## **PLATFORM SPONSOR \$125,000**

- Two (2) Legacy level tables with premier seating
- Opportunity to host an AHA-funded researcher at your table
- Logo displayed on Houston Heart Ball event collateral
- Logo displayed on Houston Heart Ball website
- Featured recognition post on AHA Social Media
- Full-page, color recognition piece with logo in event programs
- Invitations to all campaign events throughout the year including Underwriters' Reception
- Night-of-event marketing opportunity
- Logo prominently featured in event presentation slides
- Verbal recognition during night-of event program
- Inclusion in year-round Heart of Houston marketing, advertising, and public relations efforts
- Customized, year-round community or company collaboration
- Opportunity to impact the Houston community through an external mission engagement opportunity\*

## **PRESENTING SPONSOR \$75,000**

- One (1) table with premier seating
- Opportunity to host an AHA-funded researcher at your table
- Logo displayed on select Houston Heart Ball event collateral
- Logo displayed on Houston Heart Ball website
- Featured recognition post on AHA Social Media
- Invitations to all campaign events throughout the year including Underwriters' Reception
- Night-of event marketing opportunity OR external mission engagement opportunity\*
- Logo featured in event presentation slides
- Verbal recognition during night-of-event program

## 2025 HEART OF HOUSTON CAMPAIGN DATES

**November 7, 2024**

Kick-Off Party at  
Tony's Restaurant

**TBD January, 2025**

Underwriters Reception  
Location TBD

**February 7, 2025**

National Wear Red Day

**February 15, 2025**

Houston Heart Ball at  
The Hilton Americas

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## **NIGHT-OF-EVENT MARKETING OPPORTUNITIES MAY INCLUDE:**

Nutrition Security  
Survivor Story  
Live Auction  
Wine Auction  
Valet  
Photo Booths  
Dessert  
Event Program  
Tribute Wall

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## **\*EXTERNAL MISSION ENGAGEMENT OPPORTUNITIES**

For more information,  
please contact

**Lacey Berlau**  
VP of Heart Ball  
Lacey.Berlau@heart.org



## PLATINUM SPONSOR \$50,000

- One (1) table with preferential seating
- Opportunity to host an AHA-funded researcher at your table
- Logo displayed on select Houston Heart Ball event collateral
- Logo displayed on Houston Heart Ball website
- Featured recognition post on AHA Social Media
- Invitations to all campaign events throughout the year including Underwriters' Reception
- Night-of-event marketing opportunity OR customized mission engagement opportunity\*
- Name featured in event presentation slides

## GOLD SPONSOR \$25,000

- One (1) table at the 2025 Houston Heart Ball
- Name recognition on select Houston Heart Ball event collateral
- Name recognition on Houston Heart Ball website
- Invitations to select campaign events throughout the year
- Night-of-event marketing opportunity

## SILVER SPONSOR \$15,000

- One (1) table at the 2025 Houston Heart Ball
- Name recognition on select Houston Heart Ball event collateral
- Name recognition on Houston Heart Ball website
- Invitations to select campaign events throughout the year

## BRONZE SPONSOR \$10,000\*

*\*Limited Availability*

- One (1) table at the 2025 Houston Heart Ball
- Name recognition on select Houston Heart Ball event collateral

## DIAMOND COUPLE SPONSOR \$3,000\*

*\*Limited Availability*

- Two (2) seats at a table with preferential seating at the 2025 Houston Heart Ball



## SPONSORSHIP DEADLINES

**November 1, 2024**

Name inclusion in invitations

**January 1, 2025**

Sponsorship payment due

**January 15, 2025**

Name inclusion in event programs

## COMMUNITY PRIORITIES

The AHA has identified the top four ways we can improve the heart health of Houston. With help from generous donors, we are working to transform the health of our community!



ACCESS TO NUTRITIOUS FOODS



ADDRESSING HYPERTENSION



IMPROVING MATERNAL HEALTH



CPR TRAINING

## DONATE NOW



TO BE A RELENTLESS FORCE FOR A WORLD OF LONGER, HEALTHIER LIVES

[www.Heart.org/HoustonHeartBall](http://www.Heart.org/HoustonHeartBall)