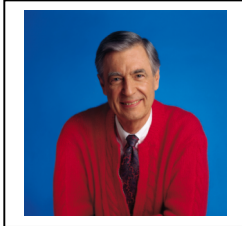


SCA Foundation 2010 Annual Event Sponsorship Levels and Benefits



Won't You Be My Neighbor? Won't You Learn to Save a Life?
Rivers Club, Pittsburgh, PA, October 7, 2010, 5:30-7:30 PM

The Sudden Cardiac Arrest Foundation is a national nonprofit 501(c)3 organization¹ based in Pittsburgh, PA. Our mission is to raise awareness and save lives threatened by sudden cardiac arrest (SCA), the nation's leading cause of death. Our motto is: "To save one life is as if to save the world."
~The Talmud

We are seeking sponsorships for our annual event, which is designed to raise awareness about our cause—and raise funds to support our programs. Every dollar will help us reach *one more person* with information and resources to save lives threatened by SCA.

Sponsorship is a commitment we both make. When you invest in the Sudden Cardiac Arrest Foundation, we invest in you. We value our sponsors for their support and take an equal interest in their success. To that end, we've created several levels of sponsorship designed to meet the needs and budgets of those interested in playing a role in saving lives. Kindly consider one of the sponsorship levels described below.

Title Sponsor: \$10,000

Program impact: Reach 10,000 people with information and resources that can save lives

Before event

- Social media "shout-out" at time of pledge
- Mention in event news releases and online at Foundation website and social networks
- Brand visibility in Foundation e-newsletters
- Mention on Blacktie-Pittsburgh.com event registration page
- Visibility at pre-event at Rivers Club on September 16th
- 10 tickets to event

During event

- Opportunity to provide product demonstration
- Acknowledgement during event, including speaking opportunity
- Photo opportunities with event speakers
- 10'x10' exhibit booth space
- Posters, signage
- Full-page ad, back cover, in event program

October 2010 – September 2011

- Brand visibility on Foundation's website and social networks
- Photos to be posted on Blacktie-Pittsburgh.com
- Brand visibility in Foundation 2011 calendar
- Badge for organizational website

2011

- Recognition in 2010 annual report

Presenting Sponsor - \$7,500

Program impact: Reach 7,500 people with information and resources that can save lives

Before event

- Social media “shout-out” at time of pledge
- Mention in event news releases and online at Foundation website and social networks
- Brand visibility in Foundation e-newsletters
- Mention on Blacktie-Pittsburgh.com event registration page
- Visibility at pre-event at Rivers Club on September 16th
- 8 tickets to event

During event

- Acknowledgement during event, including speaking opportunity
- Photo opportunities with event speakers
- 10'x10' exhibit booth space
- Posters, signage
- Full-page ad in event program

October 2010 – September 2011

- Brand visibility on Foundation’s website and social networks
- Photos posted on Blacktie-Pittsburgh.com
- Brand visibility in Foundation 2011 calendar
- Badge for organizational website

2011

- Recognition in 2010 annual report

Executive Sponsor: \$5,000

Program impact: Reach 5,000 people with information and resources that can save lives

Before event

- Social media “shout-out” at time of pledge
- Mention in event news releases and online at Foundation website and social networks
- Brand visibility in Foundation e-newsletters
- Mention on Blacktie-Pittsburgh.com event registration page
- Visibility at pre-event at Rivers Club on September 16th
- 6 tickets to event

During event

- Acknowledgement during event
- Photo opportunities with event speakers
- Posters, signage
- Half-page ad in event program
- 10'x10' exhibit booth space

October 2010 – September 2011

- Brand visibility on Foundation’s website and social networks
- Photos posted on Blacktie-Pittsburgh.com
- Brand visibility in Foundation 2011 calendar
- Badge for organizational website

2011

- Recognition in 2010 annual report

Corporate Citizen: \$2,500

Program impact: Reach 2,500 people with information and resources that can save lives

Before event

- Mention in event news releases and online at Foundation website and social networks
- Brand visibility in Foundation e-newsletters
- Mention on Blacktie-Pittsburgh.com event registration page
- Visibility at pre-event at Rivers Club on September 16th
- 4 tickets to event

During event

- Acknowledgement during event
- Quarter-page ad in event program
- Posters, signage
- Table-top exhibit space

October 2010 – September 2011

- Photos to be posted on Blacktie-Pittsburgh.com
- Brand visibility in Foundation 2011 calendar
- Badge for organizational website

2011

- Recognition in 2010 annual report

Neighbor: \$1,000

Program impact: Reach 1,000 people with information and resources that can save lives

Before event

- Mention on Blacktie-Pittsburgh.com event registration page
- Visibility at pre-event at Rivers Club on September 16th
- 2 tickets to event

During event

- Acknowledgement during event
- Table-top display space
- Posters, signage
- Business card size ad in event program

October 2010 – September 2011

- Photos posted on Blacktie-Pittsburgh.com
- Brand visibility in Foundation 2011 calendar
- Badge for organizational website

2011

- Recognition in 2010 annual report

2010 Event Sponsorship Levels and Benefits

| SPONSORSHIP LEVELS AND BENEFITS COMPARISON | Title Sponsor \$10,000 | Presenting Sponsor \$7,500 | Executive Sponsor \$5,000 | Corporate Citizen \$2,500 | Neighbor \$1,000 |
|---|------------------------------|----------------------------------|---------------------------------|---------------------------------|---------------------|
| Program impact | | | | | |
| Number of people reached with information and resources that can save lives | 10,000 | 7,500 | 5,000 | 2,500 | 1,000 |
| Before event | | | | | |
| Social media "shout out" at the time of your pledge | ♥ | ♥ | ♥ | | |
| Mention in news releases and online at Foundation website and social networks | ♥ | ♥ | ♥ | ♥ | |
| Brand visibility in Foundation e-newsletters | ♥ | ♥ | ♥ | ♥ | |
| Mention at Blacktie-Pittsburgh.com event registration page | ♥ | ♥ | ♥ | ♥ | ♥ |
| Visibility at pre-event at Rivers Club on Sept 16th | ♥ | ♥ | ♥ | ♥ | ♥ |
| No. of tickets | 10 | 8 | 6 | 4 | 2 |
| During event | | | | | |
| Opportunity to provide product demo | ♥ | | | | |
| Opportunity to speak at event | ♥ | ♥ | | | |
| Photo opportunities with event speakers | ♥ | ♥ | ♥ | | |
| Acknowledgment during event | ♥ | ♥ | ♥ | ♥ | ♥ |
| Exhibit space | 10'x10' | 10'x10' | 10'x10' | Table-top | Table-top |
| Posters, signage | ♥ | ♥ | ♥ | ♥ | ♥ |
| Ad space in event program | Full-page, back cover | Full-page | Half-page | Quarter-page | Business card |
| Oct '10-Sept '11 | | | | | |
| Brand visibility on Foundation website and social networks | ♥ | ♥ | ♥ | | |
| Photos posted on Blacktie-Pittsburgh | ♥ | ♥ | ♥ | ♥ | ♥ |
| Brand visibility in Foundation 2011 calendar | ♥ | ♥ | ♥ | ♥ | ♥ |
| Badge for organization website | ♥ | ♥ | ♥ | ♥ | ♥ |
| 2011 | | | | | |
| Recognition in 2010 annual report | ♥ | ♥ | ♥ | ♥ | ♥ |

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2010 Event Sponsorship Commitment Form

Name of company: _____

Contact person: _____

Phone: _____ E-mail address: _____

Level of giving:

- ☐ Title Sponsor: \$10,000
- ☐ Presenting Sponsor: \$7,500
- ☐ Executive Sponsor: \$5,000
- ☐ Corporate Citizen: \$2,500
- ☐ Neighbor: \$1,000

Payment is due within 30 days of the signing of this agreement, unless other arrangements are made. By signing below, you agree to abide by the terms of the agreement above and that you are a designated representative of your company or organization empowered to enter into business agreements.

Name of authorized representative: _____

Title: _____

Signature: _____

Signed this _____ day of _____, 2010

Signature: _____

Mary M. Newman, President
Sudden Cardiac Arrest Foundation

Signed this _____ day of _____, 2010

Please return to:
Sudden Cardiac Arrest Foundation
7500 Brooktree Road, Suite 111
Wexford, PA 15090
724-935-6044 (fax).

Questions? Call 724-934-0034 or write to info@sca-aware.org.

¹ Tax ID No. 43-2093206, United Way No. 9940420