

CORPORATE CHAMPION

SUPPORT OF ALL ANNUAL EVENTS AND PROGRAMS



ABOUT THE PARTNERSHIP

The HeartBright Foundation's Corporate Champion partnership is reserved for elite organizations that wish to have the greatest impact in the health and well being of children and families in the Charlotte, NC region through a highly visible, wide reaching, and life-saving sponsorship.



DEMOGRAPHICS

Business Executives.
Philanthropists.
Patients.
Program Participants.

CHARLOTTE, NC RESIDENTS.



BENEFITS

Celebrity Invitational Sponsor.
Soiree & Wine Auction Sponsor.
Clinic Visits Sponsor.
Wellness Coach Sponsor.

ONE YEAR OF SPONSORSHIP.



VISIBILITY

Website Logo Hyperlinked.
Newsletter Mention.
Media Releases.
Radio Campaign.

OVER 10,000 PATRONS & FAMILIES.

Our partners support the HeartBright Foundation in providing cardiovascular wellness, hypertension, and diabetes critical care to the underserved working poor in the area.



HEARST





11TH ANNUAL
CELEBRITY INVITATIONAL
FALL OF 2020

DEMOGRAPHICS

Corporate Sponsors.
Business Executives, Philanthropists, Physicians, Celebrities.
Average Age 35-65.
Average Income Over \$128,000.
Exposure to 250 Event Attendees and over 4,000 HeartBright Patrons.

	Big Heart	Platinum	Gold	Silver	Bronze	Partner	Tee Box
Foursomes	6 foursomes	3 foursomes	2 foursomes	1 foursome	1 foursome	1 foursome	
Ads	2 full page ads	1 full page ad	1/2 page ad	1/2 page ad	1/4 page ad	recognition	recognition
Event Banner	✓	✓	✓	✓	✓	✓	✓
Hole Signage	✓	✓	✓	✓	✓		✓
Website Logo	✓	✓	✓	✓	✓	✓	✓
Promo Item	✓	✓	✓	✓	✓	✓	✓
Media Display	✓	✓	✓	✓	✓		
Sponsor Area	✓	✓	✓	✓	✓		
Event Marketing	✓	✓	✓	✓			
Media Releases	✓	✓	✓				
Program Cover	✓	✓					
Address Crowd	✓						
	\$35,000	\$25,000	\$10,000	\$5,000	\$3,500	\$2,000	\$850

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SPONSORSHIPS

AVAILABLE AT ALL SUPPORT LEVELS

heartbright.org/soiree

18TH ANNUAL
SOIREE & WINE AUCTION
NOVEMBER 7, 2020

DEMOGRAPHICS

Corporate Sponsors.
Business Executives, Philanthropists, Physicians, Celebrities.
Average Age 40-65.
\$625 a Plate Seated Dinner
Exposure to 200 Event Attendees and over 4,000 HeartBright Patrons.

	Big Heart	Platinum	Gold	Silver	Bronze
Table Seating	10 guests	8 guests	6 guests	4 guests	2 guests
Ads	1 full page ad	1 full page ad	1/2 page ad	1/2 page ad	Recognition
Website Logo	✓	✓	✓	✓	✓
Newsletter	✓	✓	✓	✓	✓
Media Display	✓	✓	✓	✓	✓
Sponsor Area	✓	✓	✓	✓	✓
Event Marketing	✓	✓	✓	✓	✓
Media Releases	✓	✓	✓		
Program Cover	✓	✓			
Invitations	✓	✓			
Address Crowd	✓				
Photo Wall Logo	✓				
Program Remarks	✓				
	\$35,000	\$25,000	\$9,500	\$6,500	\$3,250

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CLINIC SERVICES

SPONSORSHIP OPPORTUNITIES



ABOUT OUR CLINIC

The HeartBright Foundation's Free Clinic in Charlotte provides economically disadvantaged patients with comprehensive chronic care for their heart disease, diabetes and hypertension. We work with each patient to develop and implement a personalized, sustainable wellness plan while closely monitoring their progress towards better health through our various programs and services.



TREATMENT

Clinic Visits.
Labwork.
Advanced Diagnostics.

OVER 33 VOLUNTEER DOCTORS.



ACCESS

Medicine.
Medical Supplies.
At-Home Medical Monitoring Devices.

MEDICAL CARE NECESSITIES.



SUPPORT

Wellness Coach.
Community Resource Assistance.
Wellness Incentive Program.

PERSONALIZED WELLNESS PLAN.

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HEARST



COMMUNITY OUTREACH

SPONSORSHIP OPPORTUNITIES



ABOUT OUR OUTREACH

The HeartBright Foundation's Community Outreach programs and services are offered for free to our patients and other members of our community that are at high risk for heart disease, diabetes, and hypertension, which are three of the leading causes of death in our country. We provide education and support through our various programs and services offered to children and adults.



EDUCATION

Heart Disease.
Hypertension.
Diabetes.
Nutrition.

CLASSES & INDIVIDUAL.



NUTRITION

Emergency Food Pantry.
Farm Gleaning.
Holiday Food Boxes.
Community Garden.

HEALTHY FOOD FOR FAMILIES.



FITNESS

Walking Buddies Groups.
Dynabands.
Yoga.
Meditation & Stress Reduction.

STRONGER, HEALTHIER BODIES.

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HEARST





CLAIRE BLOCKER

"It's about buying time and a longer life by changing your life and habits now. This takes commitment and learning how to manage your chronic disease."

Claire Blocker, Founder & Volunteer Executive Director

In 1994 at the age of 47 Claire Blocker started her day like any other day, writing in her journal. A short time later she took the journal to her husband Tom and said she couldn't make out what was written, neither could he. They didn't know it at the time but Claire was in the middle of a massive stroke that caused her to lose use of the right side of her body. Claire went through intensive rehab for a year to regain the ability to do the things most of us take for granted everyday: walk, talk, and even eat. She was told to watch her salt intake and to carry on with life.

4 years later she was in the hospital recovering from hand surgery from a dog bite. When the hospital tried to release her several days after surgery Claire told them she didn't feel right and was having trouble breathing. She and Tom opted to pay out of pocket to stay a few extra days. They ran a battery of tests and brought in several specialists

with no cause being found. 48 hours later, still in the hospital, Claire had a massive heart attack and lost 40% of her heart muscle. She was taken to the cath lab for a possible stent and in less than 15 minutes the doctors delivered shocking news, she had eight major blockages that were 90-95% occluded. An immediate quadruple bypass was needed to address five of the blockages. An arduous five year process began of keeping her alive until technology could advance so that more could be done. Staph infections, failed bypasses, occluded stents, experimental procedures, 60 pills a day, rehab, education on her condition, dietary changes and the development of diabetes took control of her life until 2002 when new cobalt chromium stents came onto the market. These stents were malleable enough to address some of her blockages and increase her blood flow.

Having excellent doctors, access to care and the financial ability to get the extra help she needed beyond insurance, along with a strong personal support group, Claire was able to stay the course and take back control of her life.

By 2003 with her health stabilized, Claire made a decision to help people without the access, support or financial resources (the working class poor) so that they didn't have to get as sick as she did or fight the battle alone. Since starting the HeartBright Foundation Claire has made it her goal to empower patients that have Cardiovascular Disease, Hypertension or Diabetes to own the fact that even though they may have one of these chronic diseases that it does not have to mean a death sentence and to make the most of what they have.