

# SPONSORSHIPS

AVAILABLE AT ALL SUPPORT LEVELS

## 18TH ANNUAL SOIREE & WINE AUCTION NOVEMBER 7, 2020

### ABOUT THE EVENT

The HeartBright Foundation's 18th Annual Soiree & Wine Auction is one of the premier fundraising events for Charlotte area philanthropists and prominent members of our community. The 2020 event will be held at Bonterra Dining & Wine Room and features a silent and live auction as well as a seated dinner.



#### DEMOGRAPHICS

\$625 a Plate Seated Dinner.  
Business Executives.  
Philanthropists.  
Average Age 40-65.

**200 ATTENDEES.**



#### SCHEDULE

Reception  
Photo Wall  
Silent Auction  
Seated Dinner  
Live Auction



#### VISIBILITY

Photo Wall, Program Book, Website,  
Newsletter, Multimedia Display,  
Media Releases, Emcee Recognition,  
Radio Campaign, Invitation.

**OVER 4,000 PATRONS.**

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



HEARST



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[heartbright.org/soiree](http://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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# 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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# 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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## 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.

# PATIENT STORY

CHANGING ONE LIFE AT A TIME



## THE MILLER FAMILY

Their comprehensive wellness plan was designed to encompass: Doctor visits; Regular blood work; Daily testing and reporting of their blood pressure and glucose readings; Daily logging of activity, nutrition, stress factors, progress on goals; Weekly check-in with patient advocates celebrating successes and working through struggles in implementing their wellness plan.

The Miller family of 4 moved to Charlotte from Miami 10 years ago after one of their young children was shot and killed during a family trip to the grocery store. Struggling with their loss, and looking for hope for a safer and brighter future for their family, they chose a move to Charlotte, NC with its lower crime rate and proximity to a base of support through extended family in the area.

The father took minimum wage jobs at Bojangles' and McDonald's to cover the rent of a \$450 a month 2 bedroom apartment in Brookhill Village. Shortly after arriving in Charlotte the family attended a HeartBright health screening at their community church. It was determined through the screening and subsequent testing that the father had undiagnosed uncontrolled hypertension and the mother had undiagnosed uncontrolled hypertension & diabetes as well having had a previously undiagnosed stroke. They both enrolled in HeartBright's free program. They worked with the team at HeartBright to craft a customized wellness plan for the family. The father worked with his

patient advocate to get a temporary job as a dock worker through a HeartBright supporter. He was able to get his hypertension under control within 6 weeks of starting the program and stop all hypertensive medicine. This control of his blood pressure led to him to be able to not miss work for the first time in 8 years and ultimately to be hired on full time. He has since moved into a management position with the company and secured insurance benefits for his family.

The mother continues to use daily self-testing and medicine to manage her blood pressure and diabetes. She was able to bring her disease under control within 10 weeks of starting the program and come off of her insulin 6 months after her first HeartBright visit.

As part of their program participation, the parents enrolled their two children in the HeartBright Healthy kids program. This has helped the children to understand the importance of the family being active and eating healthily. Early on in the kid's program it was determined that the youngest child had

juvenile diabetes. The lessons learned by the family in nutrition and diabetes monitoring have enabled them to manage this with little adjustment to their routine.

Today they eat together, play together, and stay healthy together as a part of their family routine. The family has moved to a small home in a safe neighborhood and both parents are working full-time. They are grateful for the support they have received and pay it forward by volunteering regularly at HeartBright through leading walking groups, dance-a-thons, and helping in the food access programs. As the father has said to his patient advocate, whether it has been receiving a healthy bag of food on a week where he didn't know how he could feed his family, access to medicine and diabetes test strips they had no way to afford, or even the handwritten birthday cards that made them feel like they weren't alone – all have combined to give them the hope and strength that they could manage this and move on to the better life they have now.