



American
Heart
Association.

THE HEART OF
AUSTIN

24TH ANNUAL

Heart Ball of Austin

PRESENTED BY **ST. DAVID'S HEALTHCARE**

*Chaired by Greg Euston, JE Dunn Construction
& Jim Kohloff, Texas Mutual*

**HEART BALL
DIGITAL CELEBRATION
THURSDAY, MAY 6, 2021**

**HEART BALL CONCERT
OMNI BARTON CREEK RESORT
FRIDAY, OCTOBER 29, 2021**



At the American Heart Association, our mission is to be a relentless force for a world of longer, healthier lives – a world where everyone can achieve the best possible health – and it starts right here in Austin.

2021 HEART BALL OF AUSTIN

In 2021, the Heart Ball of Austin is moving out of the ballroom and into the Heart of Austin - into homes and businesses across our community. Thanks to the collective power and passion of our volunteers, the AHA is supporting our community through the COVID-19 pandemic, educating people in communities across the country, funding revolutionary breakthroughs, and SAVING LIVES.

Our community needs us now more than ever - and we need YOU. We hope you'll join us on May 6, 2021 for the Heart Ball digital celebration. Make sure to also save the date for October 29, 2021 for the Heart Ball concert. Join us outdoors with hill country views under the pavilion at Omni Barton Creek Resort for a special musical performance.

MAY 6TH HEART BALL OF AUSTIN DIGITAL CELEBRATION INCLUDES:

SILVER, GOLD, PLATINUM, HEART & SIGNATURE SPONSORS:

- Dinner for 10 guests delivered to your home or business
- A bottle of bubbles to toast your generosity!
- Heart Ball party box that includes sponsor gifts, event materials and technology instructions
- All guests will have access to the program, auctions, Open Your Heart and musical performance
- All marketing and recognition benefits listed for each sponsorship level - see below

BRONZE SPONSORS:

- Dinner for 8 guests delivered to your home or business
- Heart Ball party box that includes sponsor gifts, event materials and technology instructions
- All guests will have access to the program, auctions, Open Your Heart and musical performance
- All marketing and recognition benefits listed for each sponsorship level - see below

TABLE SUPPORTERS:

- Dinner for 6 guests delivered to your home or business
- Heart Ball party box that includes sponsor gifts, event materials and technology instructions
- All guests will have access to the program, auctions, Open Your Heart and musical performance

HEART BALL OF AUSTIN CONCERT FRIDAY, OCTOBER 29, 2021 7:00-10:00PM

GOLD, PLATINUM, HEART & SIGNATURE SPONSORS:

- Invitations for 10 guests to attend concert
- Hosted bar for guests

SILVER SPONSORS

- Invitations for 8 guests to attend concert
- Hosted bar for guests

BRONZE SPONSORS

- Invitations for six guests to attend concert
- Two drinks per guest, gratis

TABLE SUPPORTERS

- Invitations for six guests to attend concert
- Two drinks per guest, gratis

TICKET HOLDERS:

- One invitation to attend concert



HEART BALL

SPONSORSHIP OPPORTUNITIES

\$75,000 LEGACY SPONSOR

YEAR-ROUND BENEFITS

- Customized year-round partnership (built with AHA and donor), including mission engagement opportunity
- Special verbal and visual recognition of your company as Legacy Sponsor at each wrap-around experience, including Heart of Austin public launch, Executive Breakfast, and VIP Reception immediately after Heart Ball
- Health and wellness resources/tools for your company staff
- Opportunity for company representative to participate in media interviews & community speaking engagements
- Recognition in Heart Ball and other AHA press releases
- Year-round activation of the Heart of Austin logo with use of proclaimer statement: "Provided courtesy of", etc. (must be approved by the AHA)

EVENT BENEFITS

- Four preferred tables for 10 at event or 80 invitations to digital experience
- 20 invitations to VIP Meet & Greet party with artist
- Complimentary valet parking
- Premium wine service
- Company introduction during opening remarks of Heart Ball experience
- Hotel accommodations for two (one room)
- Opportunity to speak during Heart Ball program
- Main logo on Heart Ball "step & repeat" backdrop
- Logo on invitation, program, website, event emails, sponsor presentation and all marketing materials
- Two full-page recognition pieces in Heart Ball program
- Opportunity to include a message from company representative to guests in event program
- Four social media mentions related to event (audience: 4,000)
- Logo on printed advertisements with local media
- Opportunity to provide patron gift to Heart Ball guests



\$50,000 SIGNATURE SPONSOR

- Customized year-round mission focused partnership (built with AHA and donor)
- Three reserved tables for 10 or 60 invitations to digital experience
- 14 invitations to VIP Meet & Greet party with artist
- Complimentary valet parking
- Premium wine service
- Heart Ball experience marketing opportunity of your choice (auction sponsor, photo booth sponsor, dinner sponsor, etc.)
- Verbal recognition during Heart Ball program
- Logo on Heart Ball "step & repeat" backdrop
- Logo on invitation, program, website, event emails, sponsor presentation and all marketing materials
- Two full-page recognition pieces in Heart Ball program
- Four social media mentions related to event (audience: 4,000)
- Logo on printed advertisements with local media
- Opportunity to provide patron gift to Heart Ball guests
- Invitation to year-round campaign experiences including community launch and executive breakfast

\$35,000 HEART SPONSOR

- Opportunity to support mission focused need in Austin
- Two reserved tables for 10 or 40 invitations to digital experience
- 10 invitations to VIP Meet & Greet party with artist
- Complimentary valet parking
- Premium wine service
- Heart Ball experience marketing opportunity of your choice (auction sponsor, photo booth sponsor, dinner sponsor, etc.)
- Verbal recognition during Heart Ball program
- Logo on Heart Ball "step & repeat" backdrop
- Logo on invitation, program, website, event emails, sponsor presentation and all marketing materials
- One full-page recognition piece in Heart Ball program
- Four social media mentions related to event (audience: 4,000)
- Logo on printed advertisements with local media
- Invitation to year-round campaign experiences including community launch and executive breakfast

\$15,000 GOLD SPONSOR

- Opportunity to sponsor a Heart Ball experience asset (photobooth, tribute wall, etc)
- One reserved table for 10 or 20 invitations to digital experience
- Verbal recognition during Heart Ball program
- Logo on event emails and sponsor presentation during Heart Ball experience
- Name on printed invitation, program, website, and marketing materials
- Name on printed event advertisements with local media
- Half-page recognition piece in Heart Ball program
- Invitation to year-round campaign experiences including community launch and executive breakfast

\$25,000 PLATINUM SPONSOR

- Opportunity to support mission focused need in Austin
- One reserved table for 10 or 20 invitations to digital experience
- 4 invitations to VIP Meet & Greet party with artist
- Complimentary valet parking
- Heart Ball experience marketing opportunity of your choice (auction sponsor, photo booth sponsor, dinner sponsor, etc.)
- Verbal recognition during Heart Ball program
- Logo on invitation, program, website, event emails, sponsor presentation and all marketing materials
- One full-page recognition piece in Heart Ball program
- Two social media mentions related to event (audience: 4,000)
- Name on printed advertisements with local media
- Invitation to year-round campaign experiences including community launch and executive breakfast

\$10,000 SILVER SPONSOR

- One reserved table for 10 or 20 invitations to digital experience
- Verbal recognition during Heart Ball program
- Name on invitation, program, website, event emails, sponsor presentation and all marketing materials
- Invitation to year-round campaign experiences including community launch and executive breakfast

\$7,500 BRONZE SPONSOR

- One table for 10 or 20 invitations to digital experience
- Name on signage, invitation and event emails
- Name in program during Heart Ball experience
- Invitation to year-round campaign experiences including community launch and executive breakfast



**** Additional sponsorship opportunities available. Please inquire with questions.****

Please note: Commitments must be received by March 1, 2021 to be included in the invitation.

Why support AHA? The Health of our Austin Community:

Two-thousand, three hundred. That's the number of Americans who die from cardiovascular disease every single day. But what this number represents to those left behind magnifies the devastation of these diseases.

It means their loved one won't be around for holidays, or graduations, or weddings, or backyard cookouts, or birthdays, or anniversaries or grandchildren. Heart disease and stroke impact more than just the patient. They break the heart of the whole family.

Together we will educate families in Austin on the importance of living a healthy lifestyle, we will fight to ensure our communities have the highest quality and most equitable care and we will find cures for heart disease and stroke. We will do all of this so more people in our community can experience life's best moments together. You can help us make this lasting impact by funding the lifesaving working of the American Heart Association.

Heart Ball – Executive Leadership Team



Greg Euston
2021 Heart Ball Co-chair
JE Dunn Construction



Jim Kohloff
2021 Heart Ball Co-chair
Texas Mutual

Cory Brymer
BryComm

Jeff Deitschel
DPR Construction

Theresa Ellington
HealthCare Facilities
Development

Zeke Gowin
The Porter Co.

Shane Hesson
Endeavor Real Estate Group

Bryan Kent
DPR Construction

Adam Kohler
CM Constructors

Robert Nagel
St. David's HealthCare

John Recker
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Andrew J Schumacher
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Ryan Shipley
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Winstead PC

2021 HEART BALL PRESENTED BY

StDavid's HEALTHCARE

THANK YOU TO OUR 2020 TOP SPONSORS



To sponsor the 2021 Heart Ball or for more information,
contact Lauren Holcomb at 512-338-2403 or lauren.holcomb@heart.org.