SPONSORSHIP OPPORTUNITIES

Friday, February 26, 2021

RED HEART soiree

redheartsoiree.umn.edu
THE VIRTUAL EVENT CELEBRATION

Red Heart Soirée is the annual signature fundraising event benefiting cardiovascular health at the University of Minnesota. We have moved our event date to February in honor of National Heart Month. And, to ensure the health and safety of our guests, this time we will be celebrating virtually. Our heartfelt, fun and inspiring event experience will take place on **Friday, February 26, 2021.**

Red Heart Soirée raises awareness and financial support in a big way for the world-renowned cardiovascular research, education, and patient care at the University of Minnesota. Highlights of the evening will include an exciting online auction, inspiring patient stories, updates on the latest research and innovations, and entertainment.

YOUR INVITATION

Sponsoring Red Heart Soirée provides an opportunity to make a difference in the battle against heart disease and raise your visibility as a caring community partner. As a sponsor, you will help inspire others to be generous supporters of this important cause.

INVESTING WITH THE BEST

No organization in the world has had a greater impact in the battle against heart disease than the cardiovascular team at the University of Minnesota. For more than six decades, the University has been recognized throughout the world as a bold leader and innovator in the treatment of cardiovascular disease. As a result of this leadership, millions of lives have been saved, and the face of medicine has been profoundly changed.

As discovers in a new era of cardiovascular medicine, we focus on solving complex issues that require revolutionary approaches and endless creativity. Our team says “yes” when others say it can’t be done. Your partnership and investment in cardiovascular research, education and patient care will get us closer to achieving the ultimate goal of curing heart disease.
PRESENTING HEART SPONSOR

$50,000 ($49,650 tax deductible)

- Opportunity for a customized experience for your team with a cardiovascular faculty member (virtual or in-person depending on timing)
- Option to be named the sponsor of one event component (i.e. a patient video, auction, pre-show or post-show)
- Up to 5 Red Heart Soirée celebration event boxes*
- Prominent name/logo placement on all pre-event e-communications and invitation
- Prominent name/logo placement with hyperlink on event website
- Two individualized social media recognition posts
- Prominent name/logo recognition in pre-show, event program and post-show

GOLD HEART SPONSOR

$15,000 ($14,860 tax deductible)

- Option to be named the sponsor of one event component (i.e. a patient video, auction, pre-show or post-show)
- Up to 2 Red Heart Soirée celebration event boxes*
- Name/logo placement on all pre-event e-communications
- Name/logo placement with hyperlink on event website
- One individualized social media recognition post
- Name/logo recognition in pre-show, event program and post-show

SILVER HEART SPONSOR

$10,000 ($9,930 tax deductible)

- Option to be named the sponsor of one event component (i.e. a patient video, auction, pre-show or post-show)
- Up to 1 Red Heart Soirée celebration event box*
- Name/logo placement on all pre-event e-communications
- Name/logo placement with hyperlink on event website
- One individualized social media recognition post
- Name/logo recognition in pre-show, event program and post-show

BRONZE HEART SPONSOR

$5,000 ($4,930 tax deductible)

- Up to 1 Red Heart Soirée celebration event box*
- Name/logo placement on all pre-event e-communications
- One social media recognition post
- Name/logo placement with hyperlink on event website
- Name/logo recognition in pre-show, event program and post-show

*Celebration boxes are being curated by Chef Jamie Malone, acclaimed Twin Cities chef and James Beard Award semifinalist.
SPONSORSHIP COMMITMENT FORM

Thank you for supporting Red Heart Soirée and the work of the Cardiovascular Team at the University of Minnesota!

YES! We agree to support Red Heart Soirée 2021 at the level indicated below:

☐ $50,000 Presenting Heart Sponsor ($49,650 tax deductible)*
☐ $25,000 Platinum Heart Sponsor ($24,790 tax deductible)*
☐ $15,000 Gold Heart Sponsor
☐ $10,000 Silver Heart Sponsor ($9,930 tax deductible)*
☐ $5,000 Bronze Heart Sponsor ($4,930 tax deductible)*

Optional: We choose to not receive benefits and are making a fully tax-deductible donation to Red Heart Soirée. ☐

COMPANY INFORMATION:
Name of Organization/Business: ____________________________________________________________
(Please list as name should appear on promotional/print materials. If you wish to use your logo where applicable, please submit your high-res logo to Amanda Pieper at apieper@umn.edu.)
Contact Name: ____________________________________________________________
Mailing Address: ____________________________________________________________
City/State/Zip: ____________________________________________________________
Email: ____________________________________________________________ Phone: ________________

PAYMENT INFORMATION:
Method of Payment:
☐ Check enclosed ☐ Credit card ☐ Please invoice us
Type of Card:
☐ Visa ☐ Mastercard ☐ American Express ☐ Discover
Name on credit card: ____________________________________________________________
Credit card number: __________ Exp. date: __________ / __________
Amount to charge: $ ______ Signature: __________________________ Date: __________

* Per IRS policy, tax rules do not allow a donor to use securities, donor-advised funds, or qualified charitable distributions from an IRA to make a gift for which a charity provides any goods or services, or other private benefits. Therefore, we are unable to accept gifts of securities, gifts from an IRA, or gifts from donor-advised funds for Red Heart Soirée sponsorships.

** Per IRS policy, a receipt with tax-deductible information will only be prepared and sent to the paying registrant.

Please make check payable to University of Minnesota Foundation, designate Red Heart Soirée on the memo line and mail to:

University of Minnesota Foundation
PO Box 860266
Minneapolis, MN 55486-0266

For more information, please contact Amanda Pieper at apieper@umn.edu or 612-624-4897.