



VIA HEART PROJECT

Teen Heart Screening Event Sponsorship Agreement

Via Heart Project is a San Francisco-based non-profit 501(c)(3) dedicated to sudden cardiac arrest (SCA) awareness, education, and prevention. Cardiac arrest kills more Americans each year than breast cancer, lung cancer, prostate cancer, and AIDS *combined*. It is estimated that 7,000 to 10,000 of those deaths are school aged children, most with unknown congenital heart defects. Cardiac arrest is the leading killer of high school athletes and the leading cause of death on school campuses.

Via Heart Project offers heart screening events throughout Northern California to identify congenital heart defects in youth ages 12-25. Via Heart Project screenings include vitals, health history review, 12 lead EKG, hands-only CPR and AED training, echocardiogram, and a consultation with a cardiologist. Approximately 1 out of every 100 youth screened typically require follow-up care. Sponsors subsidize the cost of screenings so that they remain free of charge for students and families regardless of income or ability to pay. The audience for a screening event is up to 750 youth, with their families, school staff, media outlets, and over 120 Northern California medical and non-medical volunteers.

Sponsorship levels:

Gold Heart Event Sponsor

\$20,000

- Logo on all event promotional material
- Special thanks and recognition at morning “all-hands” meeting
- All Silver and Bronze level benefits

Silver Heart Event Sponsor

\$10,000

- Signage throughout event
- Banner at event (provided by sponsor)
- All Bronze level benefits

Bronze Heart Event Sponsor

\$5,000

- Logo on all volunteer t-shirts
- Booth at event (products and services may be promoted but not sold)
- Logo on Via website registration portal
- Logo on press releases

_____ Six months in advance of the screening date, sponsor agreement is to be signed and returned to Via with a high quality jpg of the sponsor logo, to be included on volunteer T-shirts and website.

_____ Six months in advance of the screening date, 50% (\$_____) of the sponsorship funds are due to Via.

_____ Three months in advance of the screening date, the remaining 50% (\$_____) of the sponsorship funds are due to Via.



We (Sponsor) agree to sponsor a Via Heart Project Teen Heart Screening at

_____ (Host school) on _____ (Date)

For the amount of: **Bronze \$5,000** **Silver \$10,000** **Gold \$20,000** Other \$ _____

Generous support from sponsors allows us to continue saving lives. Via maintains the right to find additional sponsors. Thank you for your support in helping us make ours a Heart Safe Place to live, work, learn, and play.

If sponsorship deadlines are not met, Via Heart Project has the right to cancel the screening. While we do not wish this to occur, the cost for a screening is substantial, in both dollars and time, and the use of sponsorship dollars and our volunteers' time must be taken into account.

Cathy DeCock
Chief Operating Officer
Via Heart Project

Sponsor Representative, Name and Title

Sponsoring Organization

Signature

Mandatory Deadlines:

 Signed sponsor agreement contract is due to Via Heart Project

 All contributing sponsor logos are due in the form of a high quality jpg

 First half of sponsorship is due to Via Heart Project

 Second half of the sponsorship is due to Via Heart Project