



TEEN **HEART** SCREENING EVENT SPONSORSHIP AGREEMENT

Saving young hearts in Northern California

Cardiac Arrest is the leading cause of death on a school campus.

Via Heart Project offers FREE heart screening events throughout Northern California to identify congenital heart defects in youth ages 12-25. Screenings include vitals, health history review, 12 lead EKG, hands-only CPR and AED training, a limited echocardiogram, and a consultation with a cardiologist.

We find approximately 1 out of every 100 children requires follow-up for a heart issue that could put them at risk.

Event Sponsor Levels

Sponsors subsidize the cost of screenings so 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 along with their families, school staff, media outlets, and over 100 Northern California medical and non-medical volunteers. An estimated 20,000 families and 2,000 volunteers receive information about each event.

GOLD HEART EVENT SPONSOR \$20,000-\$25,000*	SILVER HEART EVENT SPONSOR \$10,000	BRONZE HEART EVENT SPONSOR \$5,000
ALL Silver and Bronze level benefits plus...	ALL Bronze level benefits plus...	Logo on all volunteer t-shirts
Logo in ALL event promotional material	Signage throughout event	Booth at event (products and services may be promoted but not sold)
Special recognition at the morning "all-hands" meeting	Banner displayed at event (provided by sponsor)	Logo on registration portal
		Logo on press releases

*A minimum of \$20,000 is required to hold a screening event. For those locations outside the Bay Area, a minimum of \$25,000 is required. The sponsorship payment is required in full to Via Heart Project 6 months prior to the event date, otherwise the date will be released and all sponsor funds will be returned.



- Every effort is made to maximize the number of youth who receive a screening, however no guarantees are made to the actual number of attendees at each event.
- All event sponsors are able to set up a table/booth and an approved banner (provided by sponsor) at all sponsored events. Sponsor booths must follow all Via Heart Project table/booth guidelines, including no point of sale or requests for donations. Handouts, information, samples, testing for parents, and crafts are all well within the guidelines.
- All sponsor-provided materials and posters must be approved by Via Heart Project and will be posted at Via's discretion. Our goal is to have the sponsor's recognition visible to all who attend.
- A high quality jpeg logo must be submitted to be included in promotional materials.
- Via maintains the right to find additional sponsors.

We agree to sponsor a screening event at the following level:

Gold Heart Event Sponsor \$20,000* _____

***\$25,000 for events outside the Bay Area**

Silver Heart Event Sponsor \$10,000 _____

Bronze Heart Event Sponsor \$5,000 _____

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

Cathy DeCock
Chief Operating Officer
Via Heart Project

Sponsor Representative, Name and Title

Sponsoring Organization

Date

Signature

Date