

# **2012 Sponsorship Opportunities**

Sudden Cardiac Arrest Association 2012 Sponsorship Opportunities					
Category	SCAA Web site Recognition	SCAA Newsletter Recognition	SCAA Virtual Exhibit Web site Booth	SCAA Web site Segment Sponsorship	SCAA Annual Meeting Lead Sponsor
Bronze Partner \$5,000	•				
Silver Partner \$10,000	•	•			
Gold Partner \$25,000	•	•	•		
Platinum Partner \$50,000	•	•	•	•	
Diamond Partner \$100,000+	•	•	•	•	•

<sup>\*</sup> Also see Special Recognition Major Donor Opportunity – page 2

## **Donor Recognition**

### • Web site Recognition

**\$5,000** donors will be listed as **Bronze** sponsors in the *Corporate Supporter* section of the **SCAA Web site**. Bronze level sponsors name, logo and a 100 word business description will be listed with a link to the sponsor's Web site.

### SCAA Newsletter and Web site Recognition

In addition to the SCAA Web site, **\$10,000** donors will be listed as **Silver** sponsors in the **Corporate Supporter** section of the quarterly **SCAA Newsletter** with wide distribution to SCA survivors, patients, physicians and industry. Bronze level recognition value is included.



### 3 SCAA Virtual Exhibit Booth Web Page Space

**\$25,000 Gold** donors will receive a virtual exhibit booth on the SCAA Web site. The virtual exhibit replicates the look and feel of an actual trade show booth and sponsors can feature a product or service brand of their choice. The featured product/service can be linked to a more detailed page on the sponsor's own Web site. Prior Bronze and Silver recognition value is included.

### **4** SCAA Web site Segment Sponsorship

**\$50,000 Platinum** also receive a sponsorship of one of four featured segments of the SCAA Web site including *Survivor Stories*, *Speaker's Bureau*, *Chapters and Affiliates* and *SCA Medical Updates*. Your master brand and logo will be highly visible on the initial click-in page of the sponsored segment with a link to your home website. Prior Bronze and Silver level recognition value is included.

### **5** SCAA Annual Meeting Lead Partner Recognition

SCAA will produce its annual national SCA survivor's conference during Q3 2011. **Diamond** donors of **\$100,000** receive top billing recognition on all conference marketing materials, preliminary and final program announcements, signage and walk-in slides. Meeting and session sponsors will verbally thank **Diamond** sponsors for their conference enabling financial contribution. Prior Bronze, Silver and Gold level recognition value is included.

### SPECIAL RECOGNITION: SCAA Special Education, Research and Support Funding





Unrestricted **Special Project** level gifts that exceed **\$500,000** will be used to build necessary association staff and infrastructure. Additionally, such gifts can be earmarked to fund SCAA advocacy efforts at the state and national level, special educational programs to national audiences, research initiatives or other strategic projects. This level of support will be the result of joint discussion with interested entities. Prior Bronze, Silver and Gold level recognition value is included.

Note: All sponsorship recognition value will be given for 1 year from the initiation of the sponsorship.



# 2012 Sudden Cardiac Arrest Association Sponsorship Form

# CONTACT NAME COMPANY/ORGANIZATION: ADDRESS CITY STATE ZIP: PHONE: FAX: EMAIL: CHECK ENCLOSED CREDIT CARD check payable to "SCAA" Indicate card type: VISA · MC · DISC CARD #: NAME ON CARD: BILLING ADDRESS (Leave blank if same as above): CITY STATE ZIP: SIGNATURE: DATE: Total Due \$\_\_\_\_\_ Federal Tax ID# 20-2413593 Mail completed form with payment to: SCAA

The Sudden Cardiac Arrest Association (SCAA) collects credit card information to make it easier for you to register for seminars and events online, as well as paying for services. SCAA does not use or share credit card information for any other purpose. We retain such information as is needed for standard accounting record keeping requirements. Every step is taken to protect the loss, misuse, and alteration of the information under our control. If you prefer, please use a check

or fax completed form with credit card information to: (913) 895-4652

Contact SCAA at (202) 534-1875 with questions.

or money order to make any necessary payments. Thank you.

P.O. Box 14546

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