

The 2013 SCAA Industry Partner Program

Finally, a Better Way to Invest in the SCAA Mission



Sudden
Cardiac Arrest
Association

Power and passion, saving lives



We're #1 – and that's a Crying Shame!

Sudden Cardiac Arrest (SCA) is the #1 killer in the United States. More people die from SCA than die from breast cancer, prostate cancer and HIV/AIDS **combined!** We're losing 300,000 Americans to SCA each year, and the real tragedy is that almost all of them can be saved with some simple measures.

The Sudden Cardiac Arrest Association is the only national advocacy organization dedicated solely to preventing sudden cardiac arrest. We have more than 8,000 members – SCA survivors; those at risk of SCA; family, friends and colleagues of survivors and of those lost to SCA; pre- and post-ICD implantees; medical and emergency professionals; and educators – committed to our mission of combatting the SCA crisis by eliminating preventable deaths and supporting those who have been affected.

Our association has developed a vibrant network of local chapters and affiliates to implement effective community awareness programs. We host a comprehensive library of information and online tools to share information, resources and experiences; expand public awareness; and promote public policy changes that will improve survival rates. Our goal is to strengthen the SCA chain of survival through better public education and awareness, better response and better access to prevention and treatment.

In a nutshell, we're committed to implementing programs and activities to increase access to CPR, early defibrillation with an AED, prevention programs, and medical treatments such as implantable cardiac defibrillators (ICDs) and drug therapies.

Yes, we're #1 – the #1 killer in the United States. That's a crying shame, and we're here to do something about it!



Progress Through Industry Ties

Relationships with industry are vital to the success of the Sudden Cardiac Arrest Association. To flourish in a world where funds, time and human resources are limited requires innovative approaches, and the SCAA is excited to introduce its most ambitious industry program to-date – the **2013 Industry Partner Program**.

How much of your time, energy and money is wasted each year dealing with seemingly endless requests for support? Wouldn't it be nice to consider a comprehensive package of support activities and products just once each year, pay for that package and then spend the rest of your time taking full advantage of the program benefits?

That's precisely what the SCAA Industry Partner Program does. Your company makes one annual commitment and payment, which eliminates a slew of interruptions during the year. In addition, the Program offers steep discounts and unprecedented access to special support activities.

SCAA Industry Partners are the first to hear about new programs and products and are provided first choice for

ad placements and limited sponsorship opportunities. Our Industry Partner packages include such benefits as:

- Recognition with live links on the SCAA website homepage and on high-traffic interior landing pages.
- Premium space in the website's virtual exhibit hall.
- Recognition in the bi-weekly *Keep It Beating* newsletter, with a circulation of some 50,000!
- Opportunities to place articles about your products and services in the *Keep It Beating* newsletter.
- Recognition as an Industry Partner on widely distributed informational brochures.
- Use of the SCAA membership mailing list.

Please take a few minutes right now to look through the three levels of partnership support we've developed. Then use the convenient application at the back of this brochure to let us know what you'd like to do for the year.

If you have questions, please call:

Bill Carney
SCAA Executive Director
703 - 234 - 4128 (direct line)

SCAA Industry Partner Program Packages

Presidential Industry Partner | Limit 3 | **\$50,000**

- Recognition on SCAA website homepage with live link and recognition with live link on the JOIN landing page of the website
- Recognition with live link on the PARTNERS page of the website with a full page in the virtual exhibit hall.
- Sponsorship of the national SCAA Speakers Bureau
- Recognition on front page of every issue of the bi-weekly newsletter, *Keep It Beating*, with a circulation of 50,000!
- Up to six articles for insertion in *Keep It Beating*
- Recognition as a partner on three vital SCAA pubs: Membership brochure, First on the Scene Toolkit brochure and the Survivors brochure
- Use of the SCAA membership mailing list 6 times during the year. List is almost 8,000 names.
- Recognition on the SCAA letterhead (electronic and paper) for one year.

Heroes' Industry Partner | Limit 5 | **\$35,000**

- Recognition on the SCAA website homepage with live link and recognition with live link on the EVENTS landing page of the website
- Recognition with live link on the PARTNERS page of the website with one-half page in the virtual exhibit hall
- Recognition on the front page of every issue of the bi-weekly newsletter, *Keep It Beating*, with a circulation of 50,000!
- Up to three articles for insertion in *Keep It Beating*
- Recognition as a partner on the Membership brochure and the Survivors brochure
- Use of the mailing list 3 times during the year

Survivors' Industry Partner | Limit 10 | **\$20,000**

- Recognition with live link on the EVENTS page of the website
- Recognition with live link on the PARTNERS page of the website with one-quarter page in the virtual exhibit hall
- Recognition on the front page of every issue of the bi-weekly newsletter, *Keep It Beating*, with a circulation of 50,000!
- One article for insertion in *Keep It Beating*
- Recognition as a partner on the Membership brochure
- Use of the mailing list 1 time



SCAA Industry Partner Program **Application**

Thank you for your commitment to the Sudden Cardiac Arrest Association and to the cause we serve. Upon receipt of this Application, the SCAA will contact you to confirm your participation and the accompanying benefits.

If you have any questions now regarding your participation, please call **Bill Carney** at **703 - 234 - 4128**.

Partnership Commitment



- We wish to support the SCAA as a **Presidential Industry Partner** | Limit 3 | **\$50,000**
- We wish to support the SCAA as a **Heroes' Industry Partner** | Limit 5 | **\$35,000**
- We wish to support the SCAA as a **Survivors' Industry Partner** | Limit 10 | **\$20,000**

NAME _____ COMPANY _____

STREET ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ EMAIL _____

Payment Information

CHECK (*made out to the Sudden Cardiac Arrest Association*)

CREDIT CARD MasterCard Visa

CARD NUMBER _____

EXPIRATION _____ CID _____

NAME ON CARD _____

SIGNATURE _____

MAIL TO:

SCAA
Industry Partner
Program
12100 Sunset Hills Road
Suite 130
Reston, VA 20190

OR FAX TO:

703-435-4390