



# Teenok Heart Foundation

The Teenok Heart Foundation was founded in 2009 to help support children with heart disease



# Teenok Heart Foundation

## Sponsorship Opportunities:

Thank you for considering the Teenok Heart Foundation (“THF”) for your 2011 charitable donations. We are excited to partner with you to combat pediatric heart disease.

We are actively seeking sponsors for the following THF activities and events:

### *I Heart Teenok Party*

**Description:** The *I Heart Teenok Party* is an annual event that celebrates the work of the Teenok Heart Foundation and raises funds for its mission. This year’s event will be held at Astor Center in NYC and include a wine tasting and challenge led by a Master Sommelier, live music by acclaimed cellists from the North Sky Ensemble and a raffle.

**Target Audience:** Young working professionals in NYC metropolitan area

#### **Sponsor Benefits:**

- Logo Placement
  - On Invitation and event-related emails (1000+).
  - Events will be publicized through CharityHappenings.org and other social media sources. Logo will be seen by 100,000+ viewers
  - On digital sponsor scrolling screen at event.
  - Water Bottle Giveaway: Each attendee will receive a reusable water bottle with Teenok Logo and sponsor logo that will provide recurring exposure at gyms across NYC.
  
- Ability to distribute products/company info at event to ~200 attendees

## **Big Heart Racing Team**

**Description:** Teams formed for various races in the tri-state area in which racers raise awareness and funds to combat pediatric heart conditions.

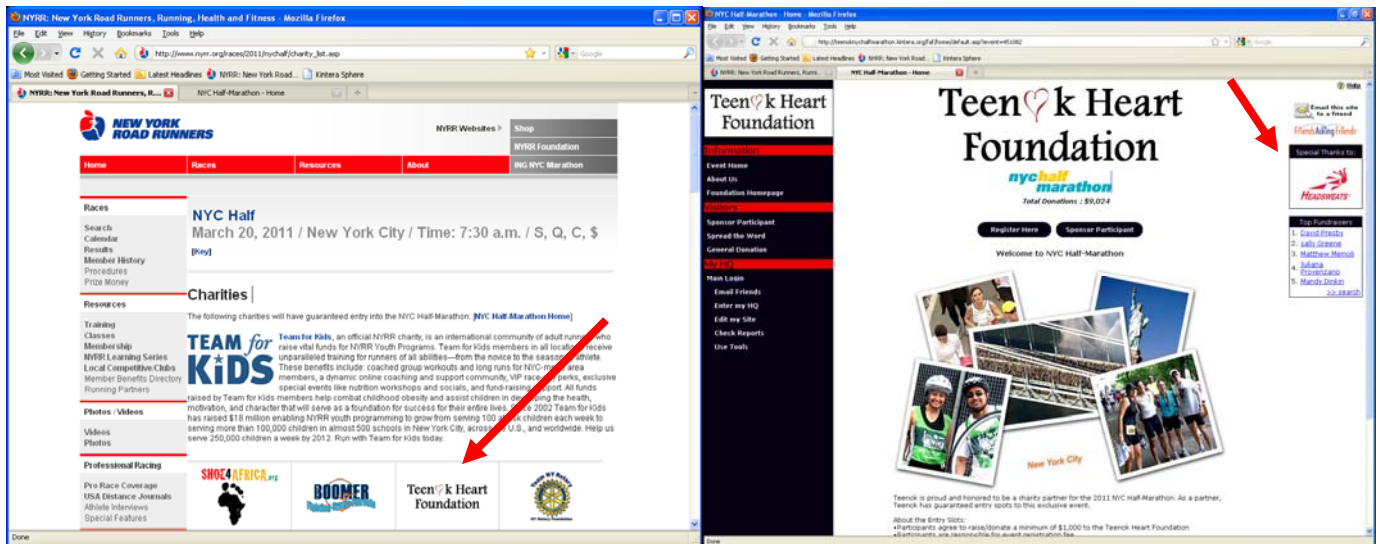
**Target Audience:** Athletic enthusiasts of all ages from around the world - We had people from UK and Bolivia running the ING NYC Marathon for our cause.

### **Sponsor Benefits:**

- Logo Placement
  - On Racing Shirt. Past races include ING NYC Marathon, NYC Half Marathon, triathlons and bike races. Logo viewed by hundreds of thousands of spectators.
  - Kintera Fundraiser page accessed by all racers and donors. Racers access our Kintera site through the THF website or race homepages which display THF as a charity partner.
  - Big Heart Racing team emails. Product distribution options available.

Sample of our last Half Marathon Racing Technical Shirt:





Front side of the *I Heart Teenok* Invitation. The back side will include sponsor logos.

\$55 in advance  
\$65 at the door

# I HEART TEENOK

2nd Annual Celebration Supporting the:

## Teenok Heart Foundation

Thursday June 23rd  
Astor Center  
399 Lafayette St.  
NY, NY  
7:30pm-11:30pm

*Featuring:*

Wine Tasting Challenge & Lesson  
by Master Sommelier: Laura Maniec (Corkbuzz Wine Studio)

Live Music by Acclaimed Cellist from the North Sky Ensemble

Raffle w/ Great Prizes    Light Hors D'oeuvres    Dietary Restrictions Available

**LEVELS OF GIVING**

<b>Bronze</b>	\$250	Event Sponsor
<b>Silver</b>	\$500	Logo on event water bottle + benefits of Bronze
<b>Gold</b>	\$1,000	All Inclusive Sponsor (events & racing) + benefits of Silver (1year)
<b>Platinum</b>	\$5,000	Includes Priority Logo placement for a 2 year period plus logo placement at the top and featured in all publications including bi-annual newsletter + benefits of Gold (2year)

## **About THF:**

The **Teenok Heart Foundation** was founded in mid-2009 in loving memory of Samara Beth Lessner. Born with cardiomyopathy, a congenital heart defect, Samara lived only four and a half months.

The national statistics on children's heart ailments are alarming.

- Congenital heart defects are the leading cause of all infant deaths in the United States
- Congenital heart defects in the United States are the #1 birth defect
- 8 out of every 1,000 babies born in the United States have a congenital heart defect

*Teenok's* mission is to offer an extra "breath of life" to existing hospital and research programs in the area of pediatric cardiology. All funds raised are earmarked to (1) contribute to the expense of on-going clinical research in infant heart disease, (2) provide supplemental funding for equipment and personnel in pediatric cardiac units, and (3) offer financial and/or social service support to patients and their families. The distributions are determined by a panel of trustees, aided by a medical advisory group. Heading our medical advisory board is Dr. Seth J. Lessner, Clinical Cardiac Electrophysiology Fellow at Weill Cornell Medical Center/New York Presbyterian Hospital, in conjunction with Dr. George Ruiz, attending physician in cardiology at Washington Hospital Center and Children's National Hospital. Members of both committees serve on a strictly volunteer basis. Teenok is 100% volunteer run allowing the foundation to maximize the amount of proceeds donated each year.

*Teenok* Heart Foundation is a member of the United Charitable Programs, a 501(c)(3), 509(a)(1) public charity and shares its federal tax status. Donors who contribute \$250 or more will be receipted directly by UCP. In accordance with IRS regulations, those who give less than \$250 may use their canceled check as proof of donation.