



American
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LAWYERS HAVE HEART

Why we're working within communities to improve health for all

At the American Heart Association, our mission is to create a world free of heart disease and stroke— a world where everyone can achieve the best possible health—and it starts right here in **Boston**. That's why we must come together to solve complex issues that affect this generation and generations to come.

Together we can **improve quality of life, ensure healthy environments, strengthen the economy, elevate care and change policy for all** in **Boston**. At the center of it, we have **Boston at Heart**.

How we approach this important work

There is no quick fix, no one way to solve complex health issues that are affecting this generation and generations to come. That's why **we're focused on five areas** within communities where there is an opportunity to make the greatest impact. Because at the center of it all, we have **Boston at Heart**.

American Heart Association volunteers and staff collaborate with neighbors and leaders to determine the changes our community needs most.

Here's how we do it:

Improving Quality of Life

Living healthy and free of disease makes a critical difference in quality of life. That's why we are working within communities to:

- Raise awareness about the vital effect lifestyle has on health.
- Make healthy options accessible and available for all.
- Help children form healthy habits that will last a lifetime, by removing obstacles to making healthy choices



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Ensuring Healthy Environments

Where we work, play, live, learn and pray should help our health, not harm it. That's why we are working within communities to:

- Increase opportunities for people to incorporate physical activity into their everyday lives.
- Ensure more places are smoke-free.
- Make nutritious foods more accessible and affordable for all.

Strengthening the Economy

A community's well-being is directly related to the health of its local economy. That's why we are working within communities to:

- Make more healthy food available and affordable.
- Invest in bright researchers whose innovative discoveries lead to more answers and better care.
- Encourage businesses to create comprehensive workplace health programs that help people get active on the job.
- Help reverse the tax burden from obesity- and disease-related healthcare costs by increasing taxes on items that contribute to disease.

Elevating Care

With human ingenuity, we can prevent heart disease and stroke — and care for people who suffer from these devastating diseases. That's why we are working within communities to:

- Invest in scientific research and fuel discovery.
- Educate and prepare people to step up and take action.
- Remove barriers to getting care.

Changing Policy

Policy has the power to protect our health, improve communities and drive lasting change.

That's why we are working within communities to:

- Empower citizens to take informed action on local and state policies.
- Champion policies and laws that help people avoid unhealthy practices and create safer communities.
- Address critical healthcare concerns by advocating for policies that can improve access and boost the quality and value of care.



LAWYERS HAVE **HEART**

You play a critical role in what must be done to create a healthier community for all.

Big challenges need big solutions. Improving health and opportunity in our community starts with you. Whether you're an ordinary citizen, a business executive, a faith leader or a policy maker, you can help **improve quality of life, ensure healthy environments, elevate care, change policy and strengthen the economy in Boston.**

Let's get started. Here are ways you can help:

1

COLLABORATE

Join us in our mission to build a healthier community and make an impact that benefits us all.

2

VOLUNTEER

Stake a claim in your community's future by participating in local efforts.

3

INFLUENCE

Inspire and empower your network and help catalyze movement.

4

ADVOCATE

Help us inform laws and work to change policy, addressing our community priorities, deterring unhealthy behavior and improving health for all.

5

FUND

Lay the foundation for a healthier future and help us reach our goal to improve health and reduce death.

6

LEARN TO SAVE A LIFE

Become an empowered bystander, trained with lifesaving capabilities and prepared to act in the event of a cardiac or stroke emergency.



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LAWYERS HAVE HEART

Lawyers Have Heart 5k Road Race & Summer Celebration

Sponsorship Opportunities

Pro Bono Público (For the Public Good)

Since 2008, Lawyers Have Heart 5k Road Race in Boston has raised more than \$2.2 million to benefit the American Heart Association's mission to build healthier lives, free of cardiovascular diseases and stroke.

By participating, you not only strengthen your own heart through exercise and educating yourself, you also help raise lifesaving funds.

As a sponsor, your donation to the American Heart Association is vital to the funding of educational programs, lifesaving research that is used to formulate strict guidelines of care and educational resources, used by hospital systems across the nation, patients and caregivers in their journey with heart disease and stroke. Your sponsorship also supports the AHA's advocacy efforts to help pass crucial bills, both locally and nationally, that will lead to saving more lives, preventing heart disease and stroke, bettering the quality of patient care, teaching teenager's lifesaving CPR and so much more.

The Lawyers Have Heart staff and committee are looking to work with, recruit and educate companies and individuals who share the same passion for our mission as we do to take initiative and sponsor our cause and mission. Here is what a Lawyers Have Heart 5k sponsorship has to offer to you:

- ♥ Brand visibility
- ♥ Internal (heart) Health Strategies
- ♥ Client cultivation
- ♥ Employee Engagement
- ♥ Grassroots efforts
- ♥ Impactful donation



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Sponsorship Offerings:

Vendor Sponsor

Recognition:

- Company Name on Website (www.LHHBoston.org)
- Company Name on Event Day signage
- Company Name on Event Tech Tee

Event Day Activation:

- 6 Foot vendor table on site @ event

\$2,500

Partner Sponsor

Recognition:

- Company Logo on Website (www.LHHBoston.org)
- Company logo on Event Tech Tee
- Company logo on LHH Marketing Materials
 - Included in all Company Kick Off Presentations
- Mentioned as a Partner Sponsor in all pre-and post-race press releases
- Company name featured in (2) ads in Massachusetts Lawyers Weekly
- Company Name featured on all Networking Reception's signage
- Social Media recognition on MA Facebook within 30 days of signature

Event Day Activation:

- Company Logo on Event Day signage & banners
- Optional 6-foot vendor table
- Timeslot with photographer on event day
- On Stage Recognition as Partner Sponsor in both pre-and post-race speaking programs

Hospitality:

- Company representative to sit on Executive Leadership Committee
- 1 complimentary ticket to attend an exclusive Leadership Simulation event, brought to you by Harvard Law School Executive Education office.
- 4 Complimentary race bibs
- Delivery of team race bibs
- Complimentary kickoff at firm location
- Two complimentary tickets to AHA/Go Red for Women Movement Event on 3/9/2018

\$5,000



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LAWYERS HAVE HEART

Managing Partner Sponsor

Recognition:

- Company Logo on Website (www.LHHBoston.org)
- Company logo on Event Tech Tee
- Company logo on LHH Marketing Materials
 - Included in all Company Kick Off Presentations
- Mentioned as a Managing Partner Sponsor in all pre-and post-race press releases
- Company name featured in (2) ads in Massachusetts Lawyers Weekly
- Company logo featured on all Networking reception's event signage
- Social Media recognition on MA Facebook and Twitter within 30 days of signature

Event Day Activation:

- Company Logo on Event Day signage & banners
- Company Logo featured on Finish Line signage (exclusive to this sponsor level)
- Optional 6-foot vendor table
- Timeslot with photographer on event day
- On Stage Recognition as Managing Partner Sponsor in speaking program

Hospitality:

- Company representative to sit on Executive Leadership Committee
- 2 complimentary tickets to attend an exclusive Leadership Simulation event, brought to you by Harvard Law School Executive Education office.
- 1 Hands Only CPR Demonstration Training at office location
- 8 Complimentary race bibs
- Delivery of team race bibs
- Complimentary kickoff at firm location
- Complimentary tickets for each of the (4) Lawyers Have Heart 5k networking receptions
- Two complimentary tickets to AHA/Go Red for Women Movement Event on 3/9/2018, with keynote speaker Kathrine Switzer, who will speak to her experience as the first women officially finish the Boston Marathon in 1967.

\$10,000



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Chairman Sponsor

Recognition:

- Company Logo on Website (www.LHHBoston.org)
- Company logo on Event Tech Tee
- Company logo on LHH Marketing Materials
 - Included in all Company Kick Off Presentations
- Mentioned as the Chairman Sponsor in all pre-and post-race press releases
- Company logo featured in (2) ads in Massachusetts Lawyers Weekly
- Company logo predominantly featured on all Networking reception's event signage
- Customized Social Media recognition on MA Facebook and Twitter accounts

Event Day Activation:

- Company Logo on Event Day signage & banners
- Company Logo featured on Start Line signage (exclusive to this sponsor level)
- Exclusive race route banner with company logo
- Company logo on Start/Finish Line
- Optional 6-foot vendor table
- Timeslot with photographer on event day
- Mentioned as the Chairman Sponsor in pre-race and post-race speaking program
- Opportunity to speak on stage on behalf of your company during speaking program
- Exclusive table & seating at Summer Celebration for team

Hospitality:

- Company representative to sit on Executive Leadership Committee
- 3 complimentary tickets to attend an exclusive Leadership Simulation event, brought to you by Harvard Law School Executive Education office.
- 12 Complimentary race bibs
- Delivery of team race bibs
- Complimentary kickoff at firm location
- Opportunity to meet with our Health Strategy Director to discuss internal solutions to making a heart healthy environment at your office.
- Two Hands Only CPR Demonstration at your company's office
- Two complimentary tickets to AHA/Go Red for Women Movement Event on 3/9/2018, with keynote speaker Kathrine Switzer, who will speak to her experience as the first women officially finish the Boston Marathon in 1967.
- Complimentary tickets for each of the (4) Lawyers Have Heart 5k networking receptions

\$15,000



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Summer Celebration Sponsor

Recognition:

- Official Sponsor of the Post-Race Summer Celebration Event
- Host of a Lawyers Have Heart 5k Kickoff Reception
- Company Logo on Website (www.LHHBoston.org)
- Company logo on Event Tech Tee
- Company logo on LHH Marketing Materials (Included in all Company Kick Off Presentations)
- Mentioned as our Summer Celebration Sponsor in all pre-and post-race press releases
- Company logo featured in (2) ads in Massachusetts Lawyers Weekly
- Customized Social Media Campaign
 - Kick off Social Media Coverage on AHA MA Twitter Account
 - Date announcement on AHA MA Twitter & FB accounts
 - 30 days leading up to the event

Event Day Activation:

- Company Logo on Event Day signage & banners
- Exclusive signage with company logo
- Exclusive vendor booth area with 6-foot table
- Timeslot with photographer on event day
- Mentioned as our Summer Celebration Sponsor in pre-race and post-race speaking program
- Opportunity to announce the official 'welcome statement' and announce the National Anthem

Hospitality:

- Company representative to sit on Executive Leadership Committee
- 4 complimentary tickets to attend an exclusive Leadership Simulation event, brought to you by Harvard Law School Executive Education office.
- Two Complimentary Hands Only CPR Demonstrations Trainings at office location
- 16 Complimentary race bibs
- Delivery of team race bibs
- Complimentary kickoff at firm location
- 8 complimentary tickets to the AHA's exclusive event, Go Red for Women VIP Post Event Party Meet & Greet with Kathrine Switzer taking place on March 9, 2018 (Katherine is the first women to run and finish the Boston Marathon)
- Complimentary tickets for each of the (4) Lawyers Have Heart 5k networking receptions

\$25,000



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Signature Sponsor

Recognition:

- Official Co-Host of Lawyers Have Heart 5k Road Race & Summer Celebration
- Co-Branding opportunity with Lawyers Have Heart 5k Road Race logo
- Company Logo predominantly featured on Website (www.LHHBoston.org)
- Company logo predominantly featured on Event Tech Tee
- Company logo predominantly featured on LHH Marketing Materials
 - Included in all Company Kick Off Presentations
- Mentioned as our Signature Sponsor in all pre-and post-race press releases
- Company logo featured in (2) ads in Massachusetts Lawyers Weekly
- 4-month Customized Social Media Campaign with AHA Communications Director
- Customized Social Media recognition on MA Facebook and Twitter accounts

Event Day Activation:

- Company Logo predominantly featured on Event Day signage & banners
- Optional 6-foot vendor table
- Timeslot with photographer on event day
- Mentioned as our Signature Sponsor in pre-race and post-race speaking program
- Opportunity to speak during LHH awards ceremony

Hospitality:

- Company representative to sit on Executive Leadership Committee
- 4 complimentary tickets to attend an exclusive Leadership Simulation event, brought to you by Harvard Law School Executive Education office.
- 16 Complimentary race bibs
- Delivery of team race bibs
- Complimentary kickoff at firm location
- Two hands Only CPR Demonstrations
- 10 complimentary tickets to the AHA's exclusive event, Go Red for Women VIP Post Event Party Meet & Greet with Kathrine Switzer taking place on March 9, 2018 (Katherine is the first women to run and finish the Boston Marathon)
- Complimentary tickets for each of the (4) Lawyers Have Heart 5k networking receptions

\$40,000



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Additional Sponsorship Opportunities Ad-On's & Exclusivity

Hands Only CPR Training (at company location)

- Interactive Hands Only CPR Demonstration, conducted by by AHA Staff for 30 people.

.....\$1,500

LHH Fundraising E-Mail Sponsor

- Company Logo featured on all 12 fundraising incentive e-mails, received by 2,000+ Boston attorneys
- Company name featured on event website (www.LHHBoston.org)
- Company name featured on event tech tee
- Company name featured on event day banners

.....\$4,500

Bag Check Sponsor

- Company logo on exclusive Bag Check signage
- 6-foot table at bag check area
- Opportunity to pass out “swag” to all runners who use bag check
- Company representative to sit on Executive Leadership Committee
- On Stage Recognition as Bag Check Sponsor in both pre-and post-race speaking programs

.....\$5,000

LHH Running Club

- Company logo on all Running Club e-mails, received by 2,000+ Boston attorneys
- Location host (start/end) for LHH bi-weekly running club
- Company logo on event day signage
- Company logo on event website, www.LHHBoston.org
- Company name on event tech tee
- Company representative to sit on Executive Leadership Committee
- On Stage Recognition as Running Club Sponsor in both pre-and post-race speaking programs

.....\$5,000



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Game Area Sponsor

- Exclusive sponsor of gaming area at Summer Celebration
- Exclusive signage at gaming area
- 6-foot booth in gaming area
- Employee engagement opportunity-bring staff!
- Company logo on event website, www.LHHBoston.org
- Company name on event tech tee
- On Stage Recognition as Game Area Sponsor in both pre-and post-race speaking programs
- Company representative to sit on Executive Leadership Committee

.....\$5,500

Millennium Results Area Sponsor

- Exclusive signage with company logo at results tent
- 6-foot vendor booth at location
- Employee engagement opportunity to staff the area
- Company logo featured on two flat screen TV's at location
- Opportunity to announce age-group winners at awards ceremony
- Company logo on event website, www.LHHBoston.org
- Company logo on event tech tee
- On Stage Recognition as Results Sponsor in both pre-and post-race speaking programs
- Company representative to sit on Executive Leadership Committee
- Social Media Recognition on both MA Facebook & Twitter Accounts

.....\$10,000

Incentive Prize Sponsor

Price can vary on amount of In-Kind donations included

- Company logo on sleeve of tech tee
- Company logo on event website, www.LHHBoston.org
- Company logo on signage at T-Shirt tent on event day
- Company logo on event day signage
- On Stage Recognition as Partner Sponsor in both pre-and post-race speaking programs
- Company representative to sit on Executive Leadership Committee

.....\$8,000



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Water Bottle Sponsor

- Company logo on all provided water bottles to runners on race day
- Company logo on Water Stop signage
- Company logo on designated Water Tent at Summer Celebration
- Employee engagement opportunity to staff water stops & water distribution at the Summer Celebration
- On Stage Recognition as Water Bottle Sponsor in both pre-and post-race speaking programs
- Company representative to sit on Executive Leadership Committee
- Customized Social Media Recognition on MA Facebook & Twitter Accounts

.....\$10,000

Medal Sponsor

- Company logo on all 2,000+ medals (ribbon)
- 6-foot table at location of medals
- Company representative to sit on Executive Leadership Committee
- Customized Social Media Recognition on MA Facebook & Twitter Accounts

.....\$15,000

VIP Area Sponsor

- Exclusive signage at VIP tent
- 6-foot vendor table at location
- Opportunity to Speak on stage on behalf of your company
- Company representative to sit on Executive Leadership Committee
- Customized Social Media Recognition on MA Facebook & Twitter Accounts

.....\$15,000

Game Face Media Sponsor

- Company logo exclusively featured on all event day photos
- Company logo on Game Face Media/LHH Website
- Link to company website on homepage of event website (www.LHHBoston.org), post-race
- Company logo on event day signage & banners
- Opportunity to Speak on stage on behalf of your company
- Company representative to sit on Executive Leadership Committee
- Customized Social Media Recognition on MA Facebook & Twitter Accounts

.....\$25,000



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In-Kind Donation Opportunities

Lawyers Have Heart 5k Road Race & Summer Celebration are looking to work with companies on In-Kind donation sponsorships and participation in this year's Lawyers Have Heart 5k event.

AHA Staff will work with the donating company to barter sponsorship benefits and donations. Sponsorship benefits granted will be based on individual conversations between donor and AHA staff.

Below is a list of the area's we are looking to build In-Kind relationships with:

- Printing
- Advertisement
- Bottled Water
- Fruits
- Event Space for smaller (networking) events
- Fundraising Incentives for participants
- T-Shirt Screen Printing

Contact Allyson Downen at the American Heart Association to talk more about getting your company involved in the way that your company is most passionate about

Allyson.Downen@Heart.org. 781-373-4529.



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