



**To Whom It May Concern:**

The Congenital Heart Defect Coalition (CHD Coalition) will be hosting its first annual Heart Ball and Silent/Live Auction on Thursday, February 2, 2017 at The Venetian in Garfield, New Jersey.

*In case you didn't know, CHDs are the most common cause of infant death due to birth defects and there is no cure.*

The CHD Coalition was founded by a group of Northern NJ families who shared not only the experience of having children with CHDs, but also a disbelief that there seemed to be so little organized support. Our mission, *United For Change*, is to unite the families affected by CHDs and proactively create change by aggressively raising funds to support researchers at local universities and hospitals.

We are currently seeking donations from businesses such as yours to help make this event a huge success!

There are two ways to participate – either as a direct sponsor or as an auction item donor. The enclosed flyer describes the event and the benefits of sponsorship at three different levels.

All money raised goes directly to our combined mission statement. A large percentage of the money we raise will go towards Congenital Heart Defect (CHD) research. Proceeds are also used to fund our scholarship program for high school seniors who were born with a CHD and to support our “Comfort Bag” outreach program, which provides an assortment of products a family would need during a long hospital stay. We also host family events through the year to unite the CHD community and spread awareness.

- Nearly one of every 100 babies is born with a CHD, that's approximately 40,000 babies in the United States a year (Source: [CHPHC](#))
- Approximately 25% of children born with a CHD will need heart surgery or other interventions to survive.
- Thanks to research, over 85% of babies born with a CHD now live to at least age 18. Children born with more severe forms of CHDs, however, are less likely to reach adulthood.

If you are interested providing an auction prize or a business sponsorship (as described on the enclosed flyer), contact me 732-887-0705 or [elizabeth.paonessa@chdcoalition.org](mailto:elizabeth.paonessa@chdcoalition.org).

If you cannot sponsor at this time, please consider simply making a donation. All donations are tax-deductible and a thank you letter will be sent out acknowledging your donation for tax purpose. Please send donations no later than January 6<sup>th</sup> 2017:

**CHD Coalition | 45 Carey Avenue Suite 250#1 | Butler, NJ 07405**

Thank you in advance. If you have any questions, please do not hesitate to contact me at 732-887-0705 or [elizabeth.paonessa@chdcoalition.org](mailto:elizabeth.paonessa@chdcoalition.org)

Sincerely,

A handwritten signature in black ink that reads "Elizabeth Paonessa".

Elizabeth Paonessa  
Treasurer/ Event Chairperson

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*Congenital Heart Defect Coalition is a recognized 501(c)3 organization – Tax ID# 27-4808551 – NJ Charities #238-5-39828*



## CORPORATE AND BUSINESS SPONSORSHIPS

Thank you for considering sponsorship of the CHD Coalition's annual Heart Ball. Our mission - *"United or Change"* - is to unite the families affected by CHDs and proactively create change by aggressively raising funds to support researchers at local universities and hospitals.

We've provided *substantial* research grants to Boston's Children's Hospital, Mount Sinai Hospital, Children's Hospital of Philadelphia and several others on the eastern seaboard. Our long-term goal is to take our mission national, and make the lives of 1 in 100 children born with a CHD – and their families – *remarkably better*.

### CORPORATE AND BUSINESS SPONSORSHIPS AVAILABLE:

#### PLATINUM SPONSORSHIP: \$5000

There are **two** of these available

- A premium table for EIGHT guests at the event
- Full page ad in program and logo on back cover of program
- SOLO PAGE in looping photo slide show
- Speaker's acknowledgement and message at INTRODUCTORY COMMENTS
- Speaker's acknowledgement at KEYNOTE ADDRESS
- Your Logo and message on 5x7 Card on Card Stand on each Table
- Easel Poster board (24" x 16") astride lectern
- Web Site sponsorship listing and **inclusion on monthly email blast for a year**.
- Includes Logo placement on event auction site.

#### GOLD SPONSORSHIP \$2,500

There are **six** of these available

- FOUR tickets to the event
- Half page ad in event program
- Your Logo featured on "GOLD SPONSORS" logo page of looping slide show
- Speaker's acknowledgement during INTRODUCTORY COMMENTS
- Your Logo on Gold Sponsor Poster Board Easel at entrance
- Web Site sponsorship listing and **inclusion on monthly email blast for a year**.
- Includes Logo placement on event auction site.

#### SILVER SPONSORSHIP \$1,000

There are **ten** of these available

- Quarter page Ad in program
- Your Logo featured on "GOLD SPONSORS" logo page of slide show
- Speaker's acknowledgement during INTRODUCTORY COMMENTS
- Web Site sponsorship listing and **inclusion on monthly email blast for a year**.
- Includes Logo placement on event auction site.

#### AUCTION SPONSORSHIP – A PRIZE OR SERVICE

- Your business or organization will be featured in the SILENT AUCTION directory as the donor. Contact Liz Paonessa at 732-887-0705 [elizabeth.paonessa@chdcoalition.org](mailto:elizabeth.paonessa@chdcoalition.org) for details.



THURSDAY, FEBRUARY 2, 2017

at 7 o'clock in the evening until 11pm

400+ successful, home-owners and consumers from a variety of professions come from all over Northern New Jersey to attend this event. Many of us are parents to a CHD survivor, united by our experiences and *united for change*.

This exciting social gathering will feature fund-raising auctions, key note speakers from the medical field, fine dining and dancing, and coverage from North Jersey society press. Attendees are paying \$100 per seat to attend.

As a Sponsor, you will receive repeated exposure to this engaged, passionate and loyal group.

**And you will be making a big difference for a great cause.**



546 River Drive  
Garfield, NJ  
973-546-2250

[www.chdcoalition.org](http://www.chdcoalition.org)