

**kick start**



**my heart**

## Corporate Sponsorship Guidelines

**Kick Start My Heart** is a charitable foundation created by a group of Boulder, CO soccer enthusiasts in 2005. The foundation organizes **annual soccer marathons** and other events, raising funds to **provide Automated External Defibrillators (AEDs)**, emergency training and cardiovascular wellness education at local **schools and sports facilities**, specifically to benefit in the event of traumatic heart conditions.

Nationwide, over **7,000 children** die each year from cardiac problems experienced while playing sports. In most cases, their lives could have been saved by Cardiopulmonary Resuscitation (CPR) and an **Automated External Defibrillators (AEDs)**. **Survival rates** can jump from less than 5% to nearly **70%** with availability of an AED.

All **money raised** through **Kick Start My Heart** will directly help all levels of youth soccer and sports in Colorado, by providing **Automated External Defibrillators** and emergency training at **local schools and sports facilities**.

With over **\$88,500 raised to date** through event based fundraising and **'Pay It Forward'** donations from our partner schools and sports facilities, we have **implemented 43 AEDs** all over Colorado, ranging from **Boulder to Castle Rock**, from **Denver to Colorado Springs**, from **Windsor to Pueblo**.

Our foundation is **growing** and we currently have more **local schools** and sports facilities on our **waiting list** for AED placement, all of whom have contributed at the **'Pay It Forward'** Partner level. We are **seeking further partnership** with the **business community** to extend our scope, reach and impact.

The following outlines our **corporate partnership levels**:

1. **\$750** donation – become a **'Pay It Forward' Partner**
2. **\$1,500** donation – become a **Silver Partner**
3. **\$2,500** donation – become a **Gold Partner**
  - Note: this level covers the full cost of 1 AED placement and training
4. **\$5,000** donation – become a **Platinum Partner**
5. **\$10,000+** donation – become a **'Heart of the Community' Partner**

Partners from all levels can **advertise their logo and company** on the Sponsors section of our website, [www.kickstartmyheart.org](http://www.kickstartmyheart.org). **Platinum Partners** and above can **advertise at our soccer fundraising events**. **'Heart of the Community' Partners** can **share naming rights** to our soccer events, will receive special home page recognition on our website and **shared media coverage** with the events.

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