



Dear Friends of the Foundation,

Heart Disease is the nation's number one killer, and it claims the lives of more than 4,000 men and women in New Mexico annually!

I am writing on behalf of the Heart Hospital of New Mexico Foundation. We are a non-profit organization with a mission to promote the cardiovascular wellness of all New Mexicans.

We accomplish our mission by offering programs to the public that make a difference. One of the programs is "Project Pulse". Through Project Pulse, qualifying businesses and organizations may apply with the Foundation for an AED (Automated External Defibrillator) unit. In addition to the AED unit, EMS Aspects provides CPR training and AED program management as part of the award. Through this program we have been able to place 11 lifesaving AED's in New Mexico since 2009.

Another program that we offer is the Dr. Harvey White Nursing Scholarship. We award four \$1,000 continuing education scholarships to state residents who are interested in continuing their cardiovascular education.

The reason that we are able to offer these programs is because we have generous people like you who want to give back to the community and New Mexico.

The Heart Hospital of NM Foundation is hosting our annual fundraiser, "**An Affair of the Heart**" on August 6, 2011, at Casa Esencia. In order to make this event a success we need your support. We are looking for sponsors for this out-of-the-ordinary affair to help us continue our mission of protecting and healing the hearts of New Mexico.

We have several levels of sponsorship opportunities, ranging from \$10,000 to \$1,000.

The Title Sponsorship is \$10,000. As a Title Sponsor for the event you will receive:

- The event named after your business
- Admission for 20 people to the event
- Two AED's placed in deserving locations noting you as the donor including your name on the plaque and publicity.
- Inclusion in all broadcast and printed advertising
- Event signage and banner
- VIP reception for all guests in your group

The \$5,000 sponsorship includes:

- Admission for 14 people to the event
- One AED placed in deserving locations noting you as the donor including your name on the plaque and publicity.
- Inclusion in all broadcast and printed advertising
- Event signage
- VIP reception for all guests in your group

The \$2,500 sponsorship includes:

- Admission for 8 people to the event
- Inclusion in all broadcast and printed advertising
- Event signage
- VIP reception for all guests in your group

The \$1,000 sponsorship includes:

- Admission for 4 people to the event
- Inclusion in all broadcast and printed advertising
- Event signage
- VIP reception for all guests in your group

Your generous donation will help all New Mexicans, improve their knowledge about cardiovascular wellness, and improve their lives in the process! The Heart Hospital of New Mexico Foundation is grateful for your partnership in delivering our mission.

Someone will follow up with you within the next two weeks to discuss your possible sponsorship. Your consideration and thoughtfulness is appreciated.

On behalf of the lives you improve and the hearts you touch, our heartfelt thanks and good wishes,

Ronald C. Winger, CEO
Heart Hospital of New Mexico

Shirley Russell, President of the Board
Heart Hospital of New Mexico Foundation

Contact (505) 440-8799

Contributions may be tax deductible. The Heart Hospital of New Mexico is a 501 (c) 3 nonprofit organization EIN 85-0469089

