

SPONSORSHIP MENU

2024



OLLIE HINKLE
HEART FOUNDATION

SPONSORSHIP MENU

2024

Please email info@theohhf.org if you have any questions or to request a sponsorship



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OUR STORY

Eleven years ago I would have told you our fundraising goal was to end the disease that took my son. Today, we know that is not going to happen and we have a better understanding of where to focus our attention and efforts.

As I have leaned into the heartbreak of losing Ollie and come to terms with the disease that took him from us, I have seen the reactive, not proactive, nature of cardiac care that leaves heart families to endure and navigate their mounting unmet needs alone. It is time we shift away from how we have always done things. We are moving into a landscape that will transform the future of pediatric heart care. Every heart child and family will be wrapped in love to eliminate the traumas endured by living with a chronic illness. We will do so by uniting heart families and clinicians through community; extending lifelong support to heart families; providing access without barriers; promoting education, empowerment, and advocacy; and by connecting the technical and human side of care.



Pediatric heart disease is a chronic, lifelong illness that families endure. Heart families face many hardships that are out of their control and there is no roadmap to help them navigate. At Ollie Hinkle Heart Foundation (OHHF) we ease their stress by creating programs that address their unmet needs— Community Outreach to wrap them in love, Ollie's Branch for mental health support, and Technology and Research to improve outcomes. We are dedicated to creating a lifeline to lifelong support so heart families no longer endure the endless traumas that Mark and I and so many other families have faced.

We loved Ollie as hard as we could for 13 months and while he may be gone, that immense love is not. Ollie's legacy is about being courageous and innovative to lead change, which takes a village—from our talented OHHF team, to our passionate Board of Directors, to our generous donors, to the courageous heart community, and to the dedicated clinicians who serve this community. Our love for one little boy and all of your love for us has created a community that has changed the lives of tens of thousands of individuals. All we have accomplished, we accomplished together! And together we are going to transform the future of pediatric heart care.

- JENN HINKLE

President & CEO, Co-founder, and Ollie's Mom

ABOUT US

OUR MISSION

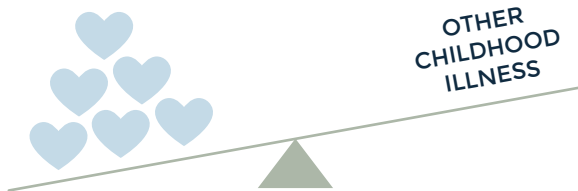
The mission of Ollie Hinkle Heart Foundation is to address the unmet needs of heart families while transforming the future of pediatric heart care.

OUR PILLARS

- ♥ Uniting heart families & clinicians through **COMMUNITY**
- ♥ Extending lifelong **SUPPORT**
- ♥ Providing **ACCESS** without barriers
- ♥ Promoting education, **EMPOWERMENT**, and advocacy
- ♥ **CONNECTING** the technical & human-side of care

1 MILLION+
children are living with
heart disease
in the United States

The **socio-economic, physical, and psychological needs** for heart children is **3-4x greater** than other childhood illness however is the **least funded and represented**



Congenital heart defect is the
#1 MOST COMMON
birth defect in the world



1 in 100

babies are born with a CHD

25% will need **surgery**
or other procedures in their first year of life



Parents of children with **critical CHDs** are at an **elevated risk** for **mental health issues**



84% Symptoms of trauma

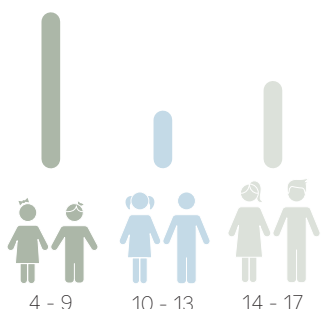
55% Severe psychological distress

50% Depression and/or anxiety

30% Posttraumatic stress disorder

1 in 3

parents develop
ACUTE STRESS DISORDER



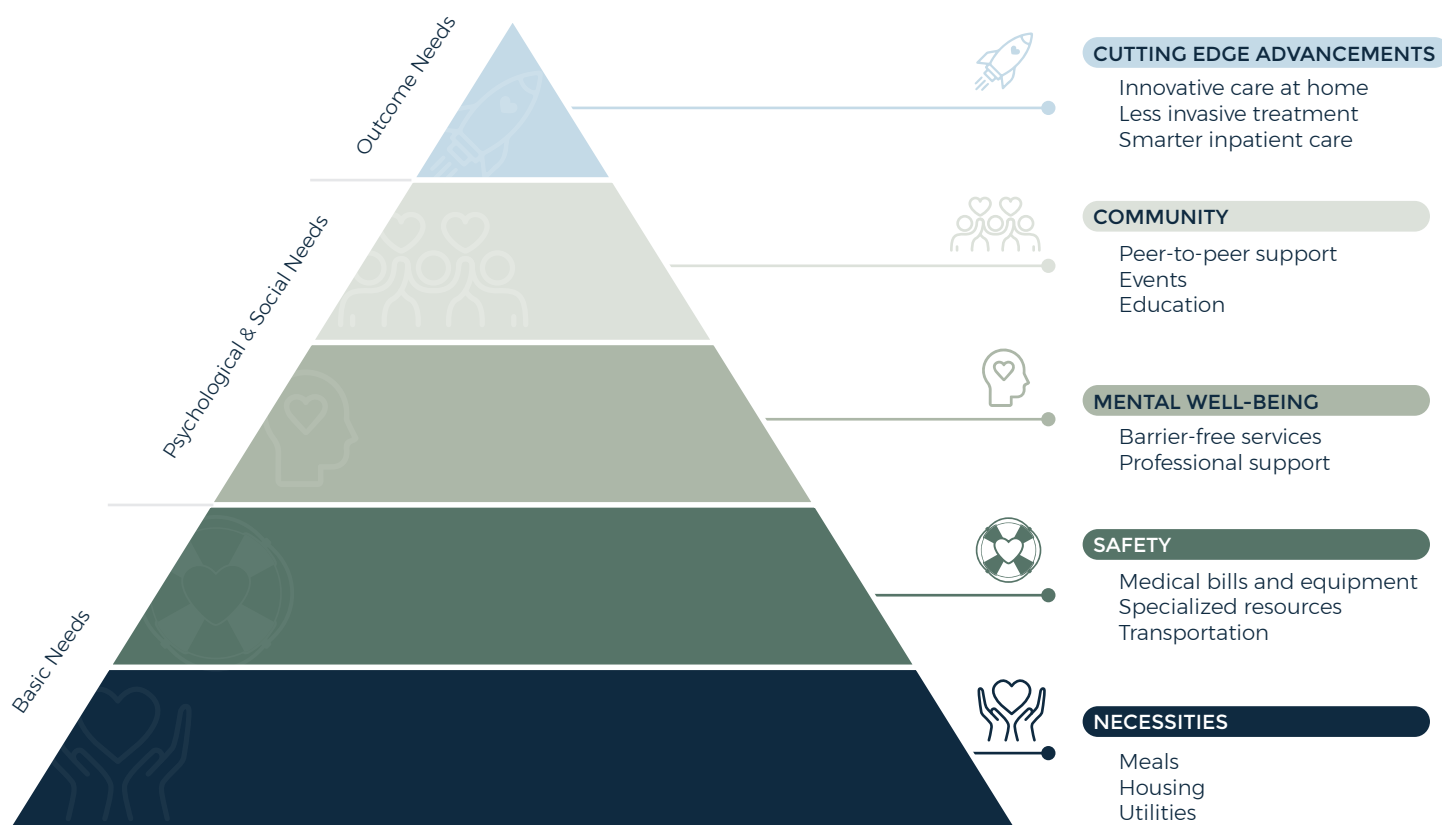
Studies show youth with CHD have significantly higher rates of **anxiety, depression, and ADHD**; the odds can be up to **7x higher** among kids ages 4-9.



9 out of 10 children
born with a heart defect now **survive**
into **adulthood** thanks to medical advances

THE WHAT

Heart families are at an increased risk for mental health morbidity. They cope with excessive medical appointments and cardiac procedures, long and multiple hospitalizations, and increased risks of other illnesses for their heart warrior. This can result in extensive financial, emotional, and familial costs. The needs of the heart community are layered and complex. Often, we must identify and meet a family's basic needs before we are able to address their psychological and social needs.



Inspired by Maslow's Hierarchy of Needs (Maslow AH. Psychological Review. Vol. 50. 1943. A theory of human motivation)

OUR VISION

Our vision is every heart child and family will be wrapped in love to eliminate the traumas endured by living with a chronic illness.

THE HOW

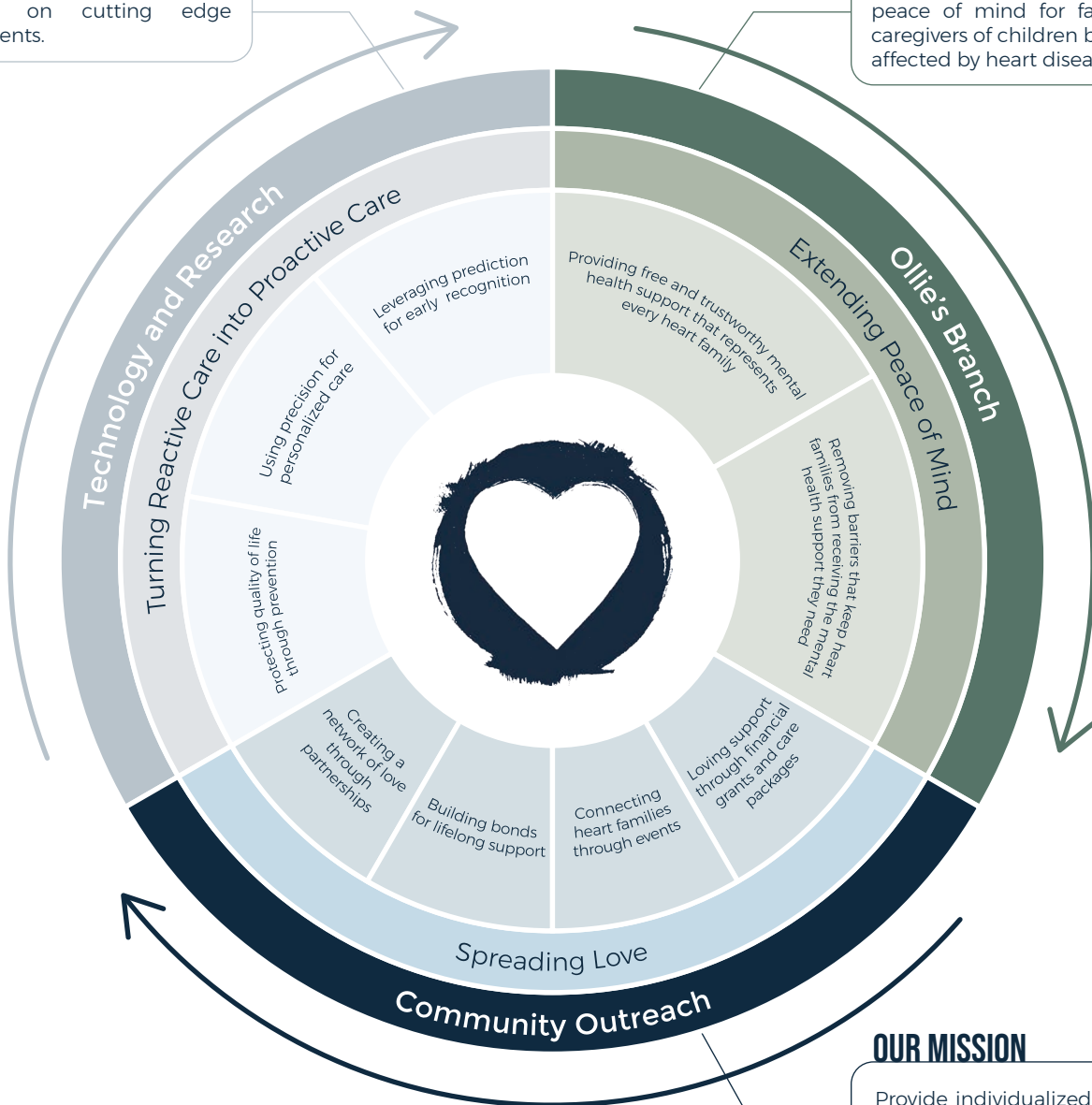
Caring for a child with heart disease is a lifelong journey as pediatric heart disease is a chronic, unrelenting illness. OHFH provides a spectrum of support throughout a child's lifetime, even in the unfortunate circumstance that they pass away, allowing families constant access to loving, reputable services without barriers. Our Community Outreach program provides individualized support to ease hardships by meeting basic needs first. This creates space for Ollie's Branch for compassionate and reputable mental health support. We round out our approach by collaborating with innovators on cutting edge advancements to improve care through our Technology and Research program.

OUR MISSION

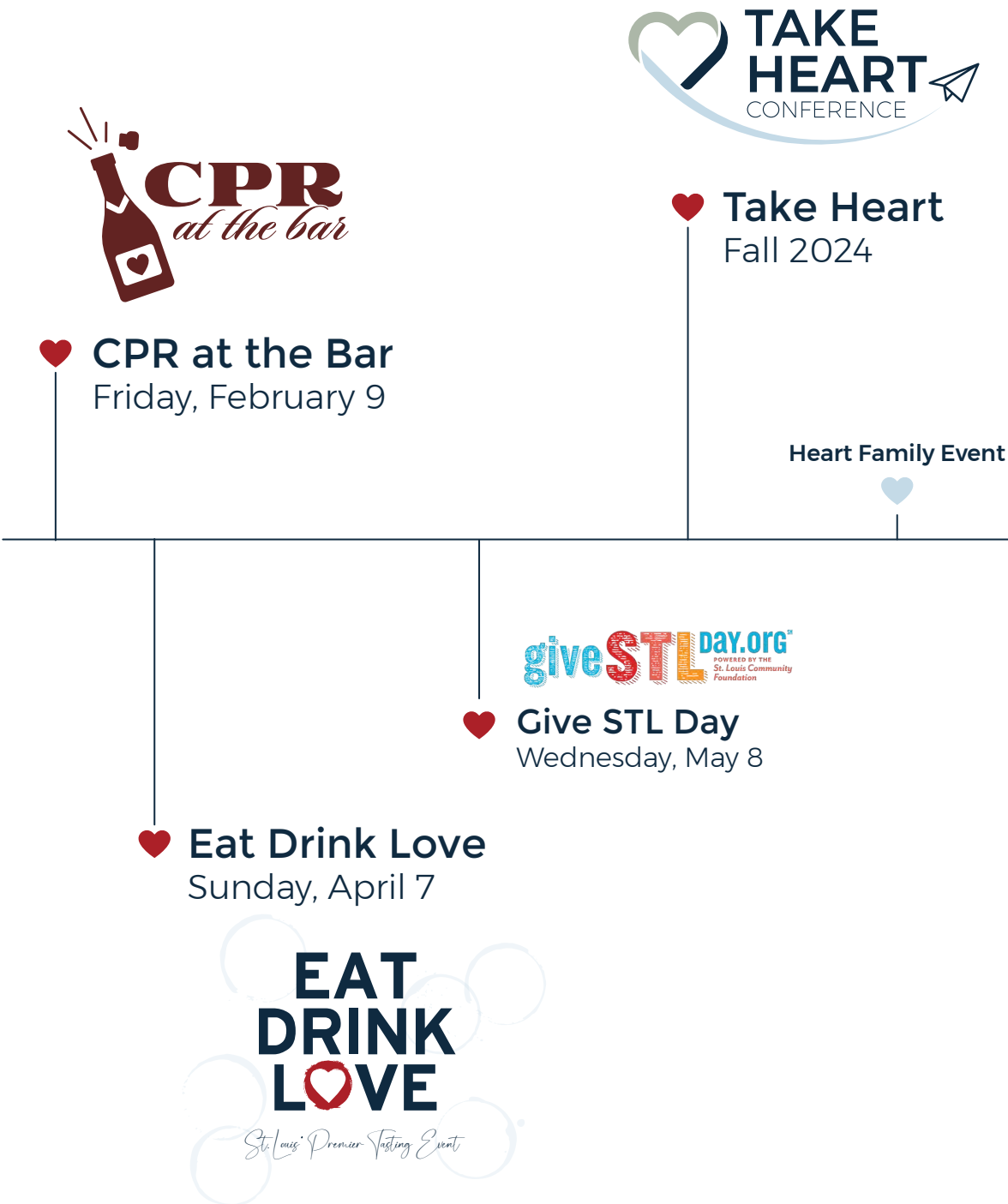
Improve outcomes in pediatric heart care by collaborating with innovators on cutting edge advancements.

OUR MISSION

Offer compassionate, accessible mental health support to allow peace of mind for families and caregivers of children born with or affected by heart disease.




2024 EVENT **TIMELINE**





 **Hearts of Gold Dinner***
Saturday, November 2
**Un-sponsored event*


**GIVING
TUESDAY**

 **Giving Tuesday**
Tuesday, December 3

Heart Family Event




Holiday Giving


OLLIE GIVES BACK

 **Ollie Gives Back**
Month of November

 **Golf Tournament**
Fall 2024




OHHF makes space for heart families to make connections and build bonds to help strengthen them in their fight against CHD. Check out page 15 for more information.

EAT DRINK LOVE

Eat Drink Love, St. Louis’ premier culinary and beverage tasting event, is OHHF’s signature annual fundraiser featuring samplings from more than fifteen of St. Louis’ best restaurants, over 100 fine wines, and award-winning local beers. This event includes a silent auction, fund-a-need, raffle, and over fifty vendors. Eat Drink Love is a great opportunity for networking and strengthening our community through partnership.



Sunday, April 7



The Hall at Olive + Oak, Perennial on Lockwood



Community-oriented working professionals



~400 attendees



20,000+ reached through social media platforms and eblasts with connected networks



Scan for more details and to claim your sponsorship



It’s the one big event of the year where we recognize all of the great work that the organization has done and how much they’ve grown. It’s also an opportunity to celebrate those we’ve lost to CHD and those families who continue to fight mentally and physically through their battles.

- ATTENDEE



2022 vs. 2023

- Repeat Sponsors
- New Sponsors



100% of tickets have sold every year

\$2.29M raised since inaugural event in 2013
omitting 2020-2021 due to Pandemic

PAST STATS



310% Return on Investment

SPONSORSHIP BENEFITS

	PREMIER \$20,000 <i>1 available</i>	SIGNATURE \$15,000 <i>1 available</i>	CONNOISSEUR \$10,000 <i>3 available</i>	DIAMOND \$7,500 <i>4 available</i>	PLATINUM \$5,000 <i>8 available</i>	GOLD \$2,500 <i>12 available</i>
Tickets	♥ 14	♥ 12	♥ 10	♥ 8	♥ 6	♥ 4
Early access	♥	♥	♥	♥	♥	♥
Recognition in Impact Report	♥	♥	♥	♥	♥	♥
Name in event program	♥ LOGO	♥ LOGO	♥ LOGO	♥	♥	♥
Video recognition during event	♥	♥	♥	♥	♥	♥
Name/logo on electronic event materials	♥	♥	♥	♥	♥	
Signage recognition at event	♥	♥	♥	♥	♥	
Verbal recognition during event	♥	♥				
Name used as the "Premier Cocktail" during early access	♥					
Recognition as sponsor of Champagne Pour upon guest arrival		♥				

MATCH GIVING OPPORTUNITY

Fund-a-Need Match - \$25,000 (2 available)

- ♥ Recognition during Eat Drink Love Fund-A-Need, including screen logo presence and prominence
- ♥ Acknowledgements and verbal recognition by event emcees for your donation as well as encouragement for attendees to match your donation
- ♥ 12 tickets to Eat Drink Love 2023
- ♥ Program recognition
- ♥ Recognition on website
- ♥ Recognition in event video
- ♥ Opportunity for representative to be on stage during Fund-A-Need

CPR AT THE BAR

CPR at the Bar is an annual event that honors the incredible lifesaving act of bystander CPR in a night of education and fun. Join Ollie Hinkle Heart Foundation in honoring our very own CPR survivor and ACHD warrior, Sydney Philpott-Streiff, and learning about the incredible act that saves lives. The event includes live music, heavy appetizers, and drinks following an educational CPR presentation. *(NOTE: This does not count as formal 2-year certification in CPR for professional requirements)*



Friday, February 9



The Hall at Olive + Oak, Perennial on Lockwood



General public



150+ attendees

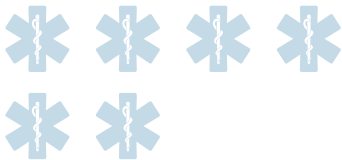


5,000+ reached through social media, eblasts, and community connections

Scan to see Sydney and Andy's story



6 First Responders



62% Increase in Dollars Raised



90% Attendees Participated in CPR Training

PAST STATS



SPONSORSHIP BENEFITS

	PRESENTING \$5,000 <i>1 available</i>	SYDNEY SAVER \$2,500 <i>3 available</i>	FIRST RESPONDER \$1,000 <i>5 available</i>	GOOD SAMARITAN \$500 <i>5 available</i>
Ticket(s)	♥ 8	♥ 6	♥ 4	♥ 2
Recognition in Impact Report	♥	♥	♥	♥
Logo/name recognition on signage at event	♥	♥	♥	♥
Video recognition during event	♥	♥	♥	♥
Social media recognition	♥	♥	♥	
Reserved table during event	♥ VIP	♥		
Verbal recognition at event	♥	♥		



Scan for more details and
to claim your sponsorship

TAKE HEART

Ollie Hinkle Heart Foundation is hosting the fifth annual Take Heart, an interactive educational conference that unites heart families with leading clinicians to share, collaborate, and lead innovation to improve the lives of children with pediatric heart disease. This virtual event creates space for heart families and their warriors to learn alongside clinicians and advocate in the cardiac community. Be a part of a legacy that makes our world better for future generations to come!



Fall 2024



Virtual



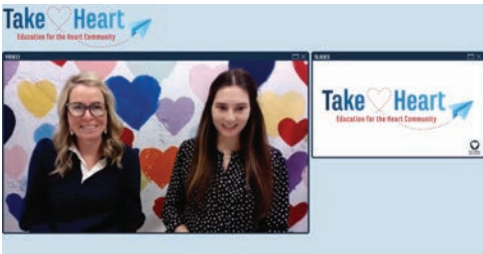
Heart Families and Healthcare Professionals



500+ attendees

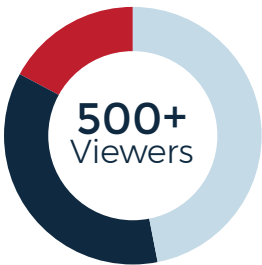


10,000+ reached through social media, eblasts, and hospital partner outreach



Take Heart was the first conference I've attended where heart parents and medical professional were given equal focus and credibility. It was an opportunity to educate myself while advocating for my child in an atmosphere where my experience and opinions were valued."

- ATTENDEE



- Heart Families
- Healthcare Professionals
- Both

39 Hospitals

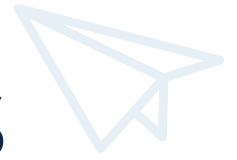
4 Countries
USA, Canada, New Zealand, UAE

19 Panelists



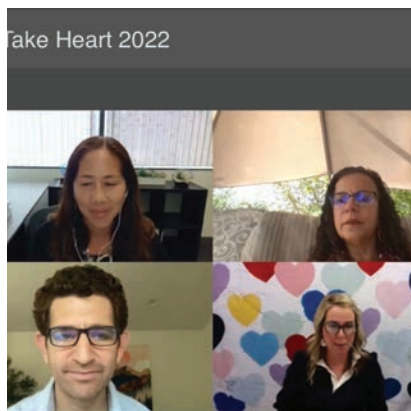
PAST STATS





SPONSORSHIP BENEFITS

	PRESENTING \$10,000 <i>1 available</i>	SIGNATURE \$5,000 <i>unlimited</i>	SILVER \$2,500 <i>unlimited</i>	ACTIVITY BAG \$2,500 <i>1 available</i>	PANEL \$1,000 <i>unlimited</i>	WARRIOR \$500 <i>unlimited</i>
Name and logo recognition on OHHF Take Heart webpage	♥	♥	♥	♥	♥	♥
Recognition in Annual Impact Report	♥	♥	♥	♥	♥	♥
Logo/name on registration page	♥	♥	♥	♥	♥	♥
Social media recognition	♥	♥	♥	♥	♥	♥
Written recognition during event	♥	♥	♥	♥		
Verbal recognition during event	♥	♥				
Name/logo on activity bags				♥		
Logo and contact information featured during event	♥					



Scan for more details and
to claim your sponsorship

GOLF TOURNAMENT

Ollie Hinkle Heart Foundation hosts its fourth annual Golf Tournament. The tournament includes 42 foursomes, lunch and beverages on the course, cocktails and appetizers at the end of the day, silent auction, and other games and prizes throughout the event.



Fall 2024



TBD



Corporate Partners and community-oriented working professionals



~220 attendees



7,000+ reached through social media and eblasts



220 Golfers
20 Volunteers



INDUSTRIES

- Construction
- Professional, Scientific, and Technical Services
- Healthcare
- Wholesale Trade
- Finance and Insurance
- Real Estate and Rental
- Other

PAST STATS

SPONSORSHIP BENEFITS

	PRESENTING \$15,000 1 available	MASTERS \$10,000 1 available	ACE \$7,500 3 available	BIRDIE \$5,000 5 available	LUNCH \$5,000 1 available	DINNER \$5,000 1 available	COCKTAIL \$2,500 2 available	BEER \$1,500 6 available	HOLE \$500 27 available
Foursome(s)	♥ x3	♥ x2	♥	♥	♥	♥			
Recognition in Annual Impact Report	♥	♥	♥	♥	♥	♥	♥	♥	♥
Logo/name will receive top sponsor recognition on all event materials	♥								
Signage on course	♥ x2	♥	♥	♥			♥		♥
Signage at clubhouse	♥	♥			♥	♥		♥	
Name included in digital invite, newsletter, and social media promotion	♥ LOGO	♥ LOGO	♥ LOGO	♥ LOGO	♥ LOGO	♥ LOGO	♥	♥	♥
Option to speak before tournament	♥								

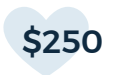

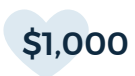
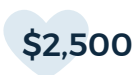
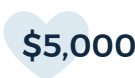


Scan for more details and to claim your sponsorship

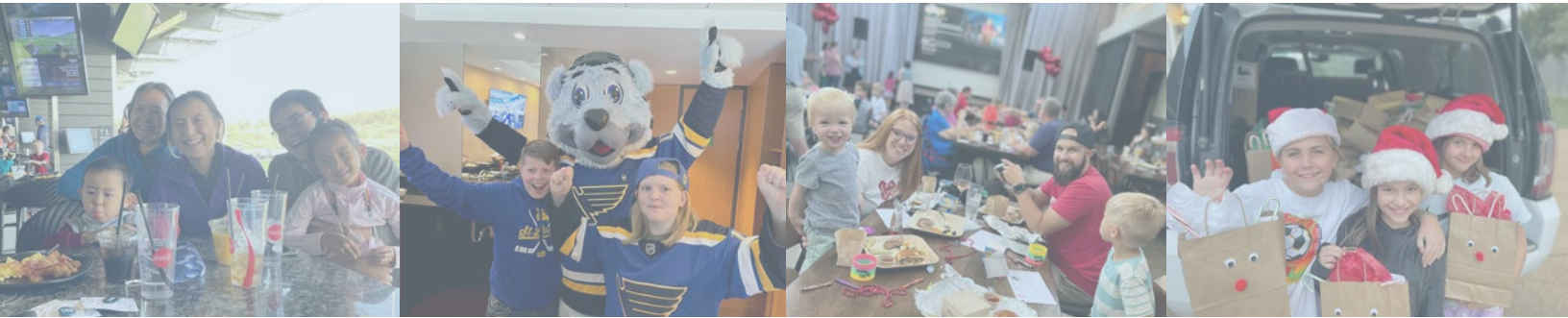
HEART FAMILY EVENTS

OHHF takes pride in creating space for the heart community to come together to make **life long bonds** and friendships to carry one through their family's heart journey. It is important for us to **bring our families together and connect** in spaces they otherwise might not be able to attend. These events are for heart warriors, parents, and siblings.

We cannot host these events without support from our donors. We are currently looking for sponsors for these events. If you or your company are interested in sponsoring a Heart Family Event, please contact info@theoohf.org.

-  **\$250** Games and entertainment
-  **\$500** Photographer to help families capture memories
-  **\$1,000** All food and drink
-  **\$2,500** OHHF swag and party favors
-  **\$5,000** The whole event

Sponsors will be given recognition on signage at the event and in event-related communications



HEART FAMILY HOLIDAY DRIVE

OHHF helps make the holidays magical for heart families in our community who are experiencing financial strain and need our support. Adopt a family, purchase a specific gift, or cover the cost of expenses for a family who has fallen behind due to mounting medical bills, giving them more financial freedom and dignity to shop for their loved ones.

OTHER WAYS TO GIVE

DAYS OF GIVING + MATCHING OPPORTUNITIES

Extend your donation and impact by matching funds raised during one of our fundraising initiatives.



Give STL Day is a 24-hour online giving movement connecting donors and dollars to local nonprofits and their funding needs. The event brings the region together as one community, raising money and awareness for local nonprofits, igniting the spirit of giving across the region.

Give STL Day | Match up to \$10,000 in donations

- ♥ Name and logo on campaign's direct mail appeal
- ♥ Name and logo on website
- ♥ Name and logo in campaign emails



Our annual fall campaign, Ollie Gives Back, culminates on Giving Tuesday -- a 24-hour global movement that reimagines and promotes a world built upon shared humanity and generosity. Since Giving Tuesday's inception in 2012, it has grown into a year-round event that inspires hundreds of millions of people to give, collaborate, and spread love.

Giving Tuesday | Match up to \$20,000 in donations

- ♥ Name and logo on campaign's direct mail appeal
- ♥ Name and logo on website
- ♥ Name and logo in campaign emails
- ♥ Table for 4 at Hearts of Gold dinner

HOW YOU CAN DONATE TO OHHF

OHHF accepts donations and sponsorship payments via:

- | | |
|------------------|-----------------------|
| ♥ Check | ♥ Donor-advised funds |
| ♥ Credit card | ♥ IRA giving |
| ♥ Cryptocurrency | ♥ Payroll deduction |
| ♥ Gifts of stock | |

Other Ways to Give:

Employer Match

Consider recommending OHHF for an employer match. Many companies offer matching gift programs not only for employee gifts, but potentially gifts made by employees' spouses and retirees.

Legacy Gifts

Including a gift for OHHF in your will or beneficiary designation will provide future generations of heart families the love and support they need.

For more information on how you could give to OHHF, contact finance@theoohf.org



OLLIE HINKLE
HEART FOUNDATION