



2025 GO RED FOR WOMEN  
SHOP WITH HEART CARD  
Presented by the Houston Heart Guild  
SPONSORSHIP OPPORTUNITIES

APRIL 25 - MAY 4, 2025

How Shop With Heart Card Works:

Thousands of patrons purchase a Shop With Heart Card each year for a minimum donation of \$75. During the 10-day shopping event, held every year towards the end of April, cardholders receive 20% off regularly priced merchandise and services at more than 300 exclusive retailers and restaurants in the Greater Houston area. The American Heart Association receives 100% of the proceeds from the Shop With Heart Card to help further its mission to be a relentless force for a world of longer, healthier lives.

PRESENTING SPONSOR \$50,000

- Prominent logo recognition on 5,000 marketing brochures, logo hyperlink on Shop With Heart Card website (shophouston.heart.org), and logo on all invitations to associated events and marketing signage
- Opportunity for an Executive to speak at Shop With Heart Card Kick Off event (300+ attendees)
- Visual and verbal recognition at the Official Shop With Heart Card Kick-Off
- Opportunity to provide a full-page company recognition piece for print directory
- Permission to use "Proud Sponsor of the Shop With Heart Card" for 90 days around the event
- Premier seating for 20 (Two Tables) at the 2025 Go Red For Women Luncheon
- 10 Tickets to the 2025 Go Red for Women Luncheon VIP Experience
- Mission Expo Experience at the Go Red for Women Luncheon, TBD by AHA Staff
- Invitation to all Go Red For Women events
- Opportunity to place a gift or piece of literature in the goody bag at the 2025 Go Red for Women Luncheon (800 guests estimated)
- Listing in pre and post-event publicity
- Highlighted and recognized in local media partnerships
- 25 Complimentary Shop With Heart Cards

PLATINUM SPONSOR \$25,000

- Prominent logo recognition on over 5,000 marketing brochures, logo hyperlink on Shop With Heart Card website (shophouston.heart.org), name recognition on all invitations to associated events and marketing signage
- Opportunity for an Executive to speak at Shop With Heart Card Kick Off event (300+ attendees)
- Visual and verbal recognition at the Official Shop With Heart Card Kick-Off
- Listing in pre and post-event publicity
- Opportunity to use the Go Red for Women logo for 90 days around luncheon
- Opportunity to provide a full-page company recognition piece for print directory
- Highlighted and recognized in local media opportunities (media not guaranteed)
- Permission to use "Proud Sponsor of the Shop With Heart Card" for 60 days around the event
- Preferred table for ten (10) at the 2025 Go Red For Women Luncheon; 10 tickets to VIP Experience at the Luncheon
- Invitation to all Go Red For Women events
- Opportunity to place a gift or piece of literature in the goody bag at the 2025 Go Red for Women Luncheon (800 guests estimated)
- 15 Complimentary Shop With Heart Cards

American Heart Association®



COMMUNITY  
PRIORITIES

The AHA has identified the top four ways we can improve the heart health of Houston. With help from generous donors, we are working to transform the health of our community!



ACCESS TO  
NUTRITIOUS  
FOODS



ADDRESSING  
HYPERTENSION



IMPROVING  
MATERNAL  
HEALTH



CPR TRAINING

For more information email  
Charlotte.Selvera@Heart.org



ShopHouston.Heart.org

TO BE A RELENTLESS FORCE FOR A WORLD OF LONGER, HEALTHIER LIVES



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American Heart Association



GOLD SPONSOR \$15,000

- Name recognition on over 5,000 marketing brochures, logo hyperlink on Shop With Heart Card website (shophouston.heart.org), name recognition on all invitations to associated events, and all marketing signage
- Preferred seating for six (6) guests at the 2025 Go Red for Women Luncheon
- Six (6) Tickets to VIP Experience at the Luncheon
- Permission to use "Proud Sponsor of the Shop With Heart Card" for 30 days around the event
- Visual and verbal recognition at the Official Shop With Heart Card Kick-Off event (300+ attendees)
- Opportunity to provide a half page company recognition piece for print directory
- Name displayed on all Go Red for Women collateral
- Name recognition in Go Red for Women event presentation
- Name recognition on local Go Red website and day of event signage
- Invitation to all Go Red for Women events
- 10 Complimentary Shop With Heart Cards

SILVER SPONSOR \$7,500

- Name recognition on over 5,000 marketing brochures, logo hyperlink on Shop With Heart Card website (shophouston.heart.org), name recognition on all invitations to associated events, and all marketing signage
- Visual and verbal recognition at the Official Shop With Heart Card Kick-Off event (300+ attendees)
- Half-page recognition piece featured in Shop With Heart Card directory
- Four (4) tickets to the 2025 Go Red for Women Luncheon
- Invitation to all Go Red for Women events
- 5 Complimentary Shop With Heart Cards

BRONZE SPONSOR \$2,500

- Name recognition on 5,000 marketing brochures, logo hyperlink on Shop With Heart Card website (shophouston.heart.org), and name recognition on marketing signage
- Verbal recognition at the Official Shop With Heart Card Kick-Off
- 2 Complimentary Shop With Heart Cards
- Two (2) tickets to the 2025 Go Red for Women Luncheon
- Two (2) tickets to the 2025 Go Red for Women Fashion show



Cardiovascular diseases kill one American every 38 seconds.



Heart disease and stroke are the world's No. 1 and No. 5 killers.



Nearly half of all women have some form of cardiovascular disease.

COMMUNITY PRIORITIES

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ACCESS TO NUTRITIOUS FOODS



ADDRESSING HYPERTENSION



IMPROVING MATERNAL HEALTH



CPR TRAINING

For more information email Charlotte.Selvera@Heart.org

