

# A LIFESAVING SPONSORSHIP OPPORTUNITY

IN PARTNERSHIP WITH



**Saving the lives of American youth  
from Sudden Cardiac Death through  
preventative heart screenings.**

**Join us as we**

***Screen Hearts and Save Lives!***

**[www.safebeat.org](http://www.safebeat.org)**



# SafeBeat™

***“Screening Hearts, Saving Lives!”***

# THE SAFEBEAT MISSION

Founded by Jayne Vining, in memory and honor of her son Marc, who died of a congenital heart defect, our vision is that no family suffers the loss of a child because of sudden cardiac arrest.

**SafeBeat** is a National Initiative that establishes local Heart Screening and Emergency Action Planning programs in an effort to prevent sudden death in youth and adolescents throughout America's public school systems.

Partnership with local hospitals, medical professionals, schools, individuals and business sponsors allows us to bring awareness campaigns, ECG-based heart-screening programs and customized emergency plans and training to communities, nationwide.

Individuals and businesses that sponsor **SafeBeat**, have the opportunity to gain regional to national exposure while supporting a cause that can save families from the grief of losing a child to an undetected heart defect.



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# FACT SHEET

Every year, more than 7,000 young Americans ages 6-18 die from Sudden Cardiac Arrest (SCA). That means that every day, 20 adolescents die in this country from SCA caused by conditions that are most likely treatable. We are working to prevent the grief that comes from losing a child, a sister or brother, a friend or teammate. Our screening detects potential cardiac abnormalities so parents can follow up with their child's physician and subsequent cardiologist.



- 20 children between the ages of 6 and 18 will die today from sudden cardiac arrest caused by a Cardiac Arrhythmia Syndrome.
- 1 out of every 143 children has a Cardiac Arrhythmia Syndrome.
- Cardiac Arrhythmia Syndromes are more common in the United States than all childhood diseases combined.
- The first symptom in over 80% of sudden cardiac arrest cases is death.
- 70% of the causes of sudden cardiac death by cardiac arrhythmias are detected by heart screening.
- The African American population suffers sudden cardiac arrest 3 to 5 times more than all other ethnic groups.
- Cardiac Arrhythmia Syndromes are genetic and hereditary. Screening one family member could save the lives of other family members.
- Once a Cardiac Arrhythmia Syndrome is detected, it is recommended 1st and 2nd degree family members are tested where an average of 9 additional cases are found.
- Once diagnosed, most syndromes are treatable, and individuals with these conditions can have normal life spans and lifestyles.

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# PROGRAM COMPONENTS

## **Education (Student Services), including:**

- Risk factor assessment
- Symptom recognition
- CPR and AED training

## **Emergency Action Plans (Institutional Services), including:**

- Reactive preparedness:
- Development of the Chain of Survival plan
- Step-by-step operations in a sudden cardiac arrest emergency
- Training to implement the Chain of Survival

## **Heart Screening Services, including:**

- Personal and family heart health histories
- Blood pressure (BP)
- Body mass index (BMI)
- Electrocardiogram (ECG)
- All ECGs over-read by an age appropriate cardiologist.
- All results are sent directly home to the parents and remain private and confidential.

## **Pediatric Healthcare Partner to Provide:**

- SafeBeat Expedited appointments to all students requiring follow-up testing
- Appointments, care and assistance to the insured, under, and un-insured
- (No one will be denied follow-up care based on ability to pay.)



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# TESTIMONIALS



## **SAFEBEAT IS FOR KIDS**

"My SafeBeat heart screening was fast and easy and it didn't hurt at all. I just laid still and the technician put stickers on me, connected to some wires for my test. I'm happy to know that my heart is healthy and safe for when I play sports and play with my friends."

Kate Murphy (8 years old)

## **SAFEBEAT IS FOR PARENTS**

"My son, Greg was a seemingly healthy 18-year-old; he had just been cleared by his pediatrician during his physical, and died 33 days later of sudden cardiac arrest. I wish I was given the option to have him screened. I urge everyone to get a heart screening for their children or themselves. At least then, if something is found, you can have choices on what course to take for your life and well-being. Maybe a screening would have given us a clue that Greg had an enlarged heart, and we could have him with us today." ~ Wendy Bruno (Son, Gregory Bruno died from SCA at age 18)

## **SAFEBEAT IS FOR SCHOOLS**

"Last year, during my tenure as School Board Chair, I was honored to spearhead a project that will save the lives of many of our students. The SafeBeat Initiative will educate young people and their families, and through education and screening, reduce the risk of death by detectable and treatable cardiac arrhythmia syndromes. We are excited about the opportunities that lay ahead for our students, parents, teachers and community."

Carol Kurdell - (School Board Chair, Hillsborough County, FL)

## **SAFEBEAT IS FOR COMMUNITIES**

"As a mother, learning about sudden cardiac arrest (SCA) and how it can strike children without warning inspired me to become proactive about this issue [and bring a screening to my town.] I wanted to be sure parents had the opportunity to have their children's hearts screened, because I couldn't imagine losing any of mine to something that is preventable."

## **SAFEBEAT IS FOR DOCTORS**

"A doctor's code of ethics requires us to do all that we can do to preserve life, and I strongly believe that the SafeBeat Initiative does exactly that."

Kathleen Goneau - (Past President, GFWC Marlboro Junior Woman's Club, Marlborough, MA)

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# MEDIA COVERAGE

Messaging is key in our mission to save lives. We have learned that knowledge is power when it comes to the fight against SCA. This is an issue that needs to garner public awareness; we plan to educate students, parents, teachers and entire communities when we come in to screen. The press, media and print components of our **SafeBeat** Initiative will play a key role in accomplishing this goal.



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# WEBSITE AND ELECTRONIC COMMUNICATIONS

**Safebeat.org** is our interactive and dynamic website that serves as a resource for students, parents, teachers and communities to learn more about Sudden Cardiac Arrest, upcoming screenings, and fund raising events.



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# SOCIAL MEDIA

*The SafeBeat Initiative provides interactive social media for parents, students, educators, and communities to achieve:*

- Increase participation in heart-screening events
- Raise awareness of organizational activities
- Encourage supporters to help promote our mission
- Bring brand awareness to **SafeBeat** and our supporters



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# COLLATERAL MATERIALS

Parents learn about the **SafeBeat Initiative** and the in-school screening programs through information being sent home with their children. Information is also distributed through our e-newsletter, school website announcements if applicable, parent/teacher association and other group meetings at the school. Parents can at anytime visit our website to pre-register for screenings or download educational materials.

## In seconds, SCA can take a child's life

### Our screening can save a life in minutes



**SafeBeat** is a National Foundation that establishes Heart Screening programs in adolescents from Sudden Cardiac Arrest (SCA).

This partnership with local professionals, schools and communities allows for awareness of Heart Screening programs, emergency plans and to communities through early detection and prevention.

Bring a **SafeBeat** Prevention to your community today!



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**"Proven" Program to Help Prevent Sudden Cardiac Death in Youth**

The **SafeBeat Initiative** is a national program designed to prevent adolescent deaths due to Sudden Cardiac Arrest by providing "free" EKG heart screenings and heart-health education to students at participating public high schools across the country. We are requesting partnership so our **SafeBeat** initiative will be available to help eradicate the long-standing epidemic of these needless and mostly preventable deaths (approx. 7,000 deaths each year between ages 6-25). With the help of individual and corporate sponsors, the **SafeBeat Initiative** will make a difference against Sudden Cardiac Death. In addition, the **SafeBeat Initiative** offers its life-saving education, advocacy, and screening to the **complete** student body, not just the registered athletes in an attempt to leave no child out.

*This historic partnership will directly affect millions of students, faculty, parents, and households nationwide.*

**SafeBeat Initiative will provide:**

- Preventative Heart Screenings.** Each participating student will receive an EKG heart screening, administered by a licensed technician and read by a board-certified cardiologist. Screenings also include measures of blood pressure, body mass index, and a personal and family heart health questionnaire. Screening results are provided either via mail or secure online link for parents/guardians to share with the child's physician. For children who are uninsured or under-insured, care will still be provided by a local appointed medical facility. Expedited appointments will be available to all students who need follow-up testing.
- Heart-Health Education.** We educate students about risk factors, how to recognize symptoms, and how to live heart-healthy lifestyles with a focus on nutrition and exercise. We also train students in CPR and basic life support, and how to use an emergency defibrillator.
- Emergency Action Plans.** We help each school to develop a step-by-step emergency action plan for use in the event a student goes into Sudden Cardiac Arrest (SCA).

The **SafeBeat Initiative** provides participating schools with complete project oversight, management, marketing, and implementation.

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

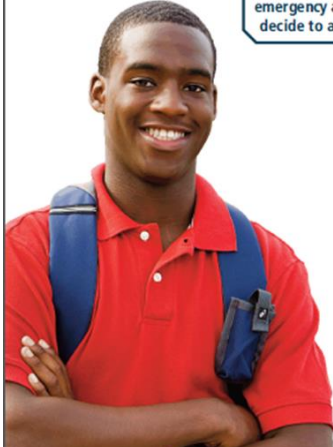
**Key Points About SafeBeat:**

- Program designed to prevent adolescent deaths due to Sudden Cardiac Arrest
- Free preventive heart screenings for students at public high schools
- Free follow-up care and testing for uninsured and under-insured students
- Education and outreach at elementary and middle schools
- Children's lives saved with a 12-minute heart screening
- To learn more visit us online at [www.safebeat.org](http://www.safebeat.org)

## The Cardiac Chain of Survival


Studying these steps could save your life or the life of a friend!

Research shows that the earlier a sudden cardiac arrest (SCA) victim is helped, the greater the chance of survival. Schools and students can play a critical role by jumping into action quickly in an emergency situation.



```

graph TD
    A[Recognize the emergency and decide to act.] --> B[Call 9-1-1.]
    B --> C[Start CPR or provide continuous chest compressions.]
    C --> D[Use the nearest Automated External Defibrillator (AED).]
    D --> E[Continue providing help until EMS arrives and takes over care.]
    E --> F[Encourage the victim to see a specialist for follow-up care.]
    
```



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### In-School Preventative Heart Screenings

Otherwise unavailable, lifesaving heart screenings are conducted in your school to protect your students. Your school district is leading the way in a movement towards proactive prevention!

**What is SafeBeat?** SafeBeat is a National Initiative that establishes local Heart Screening and Emergency Action Planning programs in an effort to prevent sudden death in youth and adolescents throughout America's public school systems.

**Do my students have to participate?** No, this is simply a service that will be offered to parents. Screenings are voluntary and parents will make the decision to opt-in when they register their child.

**How do parents register for a screening?** Registration is fast and easy. Parents can register online at [www.safebeat.org](http://www.safebeat.org) or via hard copy that will be collected at the school and picked up by a SafeBeat representative.

**What does a screening consist of?** A Preventive Heart Screening consists of a Personal and Family Heart Health Questionnaire, Blood Pressure Reading, Body Mass Index Measurement, and an Electrocardiogram.

**What is an Electrocardiogram (ECG/EKG)?** An ECG or EKG is a test that measures the electrical activity of the heart. It has been proven to be the best initial indicator of a heart abnormality. In most cases, children do not exhibit symptoms of a heart problem, so a preventive EKG can help to detect a condition before it has become an emergency.

**Where do the screenings take place?** Screenings will take place at your school, during the school day. Students who are registered for a screening will receive a hall pass when their parents complete the registration. The hall pass will indicate the specific date and time the student is to be screened. (We can tailor this portion of the program to meet the needs of your school.)

**Where do students get the hall pass for their screening?** The pass is generated via the SafeBeat online registration ([www.safebeat.org](http://www.safebeat.org)) and can be printed by the parent. If registration is completed via hard copy, a pass will be mailed to the household along with the appointment confirmation.

**Who conducts the screenings?** The screenings are done by a licensed EKG technician who is employed by the screening contractor working with The SafeBeat Initiative. All screenings are then over-read by a board-certified age-appropriate cardiologist.

**How long is SafeBeat at my school?** Where will they set-up? Each school will be allotted between 3-5 days for their SafeBeat screening program. The number of days is based on the size of your high school. SafeBeat staff will handle all operations of the screening and will set-up in a location designated by the school, for instance, the gymnasium, lobby or a vacant classroom.

**How long does each individual screening take?** How long will students be out of class? Each screening takes approximately 12 minutes. Teachers can expect that a student will be out of the classroom for 15-20 minutes for the individual appointment. Hall passes will be signed by a SafeBeat representative with the time in which the screening was completed and students will be expected to return to class promptly.

**Sudden Cardiac Arrest (SCA) - The Facts:**

- Approximately 20 children between the ages of 6 & 18 will die today from sudden cardiac arrest (SCA) caused by a cardiac arrhythmia syndrome (CAS).
- Each year, approximately 7,000 young Americans ages 6-18 die from SCA.
- 1 out of every 143 children has a cardiac arrhythmia syndrome.
- Two thirds of SCA deaths occur in people without any prior indications of heart disease.
- In 80% of cases the first symptom is the fatal collapse.
- The sensitivity of an ECG/EKG when looking for hypertrophic cardiomyopathy (HCM), the leading cause of sudden unexpected death in adolescents, is 95%.
- Sudden Unexpected Death is three times more prevalent in young athletes than non-athletes.
- African Americans are more likely to have a SCA than Caucasians and have less than a 5 percent chance of surviving, vs. a 5 percent chance in the general population.
- A defibrillator must be used within 4 minutes of someone having a coronary episode in order to save their life. For every minute that passes without defibrillation, a person's chances of survival decrease by 10%.
- Cardiac arrhythmia syndromes (CAS) are genetic and hereditary.
- Once a CAS is detected and 1st and 2nd degree family members are tested, an average of nine additional cases are found.
- Once diagnosed, these syndromes are treatable, and individuals can have normal life spans and lifestyles.

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# GOALS AND OBJECTIVES

## ***SafeBeat Goals***

- Provide EKG heart screenings to participating students at every public U.S. High school
- Expedite follow-up testing and care for students as needed, including the uninsured and under-insured
- Improve awareness of Sudden Cardiac Arrest and Sudden Cardiac Death
- Provide students with knowledge of personal risk factors, and immediate personal health threats (the presence of a heart abnormality)
- Train students in CPR and AED
- Provide each school with an Emergency Action Plan
- Be the goal standard for preventive Heart Care

## ***SafeBeat Objectives***

- Students will know their immediate health threats (presence of heart abnormality) and receive follow-up care as needed
- Students will know their risk for developing heart disease, diabetes, and obesity
- Students will know how to save a life in the event someone goes into SCA
- Students will know the risks of Sudden Cardiac Arrest and death in adolescents
- Enhanced heart-health awareness

## ***SafeBeat Long-term Impact***

- Fewer deaths due to Sudden Cardiac Arrest in our youth
- Physically healthy children
- Decrease in children's Body Mass Index (BMI) and Hypertension (HTN)
- Improved heart health education
- Healthier generation



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# PROGRAM DISTINCTIONS

- No other organization or program is providing similar services to our target population on a National level. Therefore, the vast majority of our population of children in the U.S., will not receive a preventive EKG screening without our services – especially the uninsured and under-insured individuals.
- No other program is offering vast exposure (branding) opportunities for their corporate sponsors and endorsers within public schools and associated communities on a regional and National level.
- We offer multiple funding models such as our \$0 corporate dollar sponsorship platform whereas everyone benefits and no one person or company is burdened.
- Unlike most foundations raising funds researching for a solution, SafeBeat has a proven solution to an long-standing epidemic, therefore you immediately know where your dollars are making a direct impact.



- In addition to a tax-deduction, you can to benefit from the constant name/brand recognition via our state of the art website, TV/radio coverage, educational materials, and social media platforms.

**This is your opportunity to capture the hearts and minds of students, families and households within communities across America that we are screening hearts and saving lives in.**

***This is truly a life-saving sponsorship!***

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# SCREENING TIMELINE ~ 6 – 8 Months

**Based on 20,000 students**

Once significant sponsor donations are received for target region



- Phase I – Approval & Planning
- Phase II – Educating the Community
- Phase III – Screening the Population
- Phase IV – Reporting the Results
- Phase V – Acknowledge All

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# PARTNERSHIPS



*iBeat*



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# SPONSORSHIP INVESTMENTS



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National Sponsor:	\$	1,000,000 +
Elite Sponsor (Regional):	\$	500,000
Platinum Sponsor:	\$	250,000
Gold Sponsor:	\$	125,000
Silver Sponsor:	\$	50,000
Bronze Sponsor:	\$	25,000
Patron:	\$	10,000
Friend:	\$	5,000
Honorable Mention:	\$	1,000

Amounts indicate minimum investment for that level.







# NATIONAL SPONSOR

The **National Sponsor** level is a level that provides nationwide recognition in every region where the SafeBeat Initiative is implemented. This level of participation is for a sponsor who is committed to **SafeBeat's** ongoing mission and its screening campaign. As the **National Sponsor**, your company will be woven through every fabric of **SafeBeat** on a national level so that your company will be clearly identified as an continuous partner with SafeBeat everywhere we go.

## Benefits include the following:

- Sponsor will be included in a specially designed SafeBeat logo incorporating sponsor name, reading "SafeBeat is made possible by Sponsor."
- "SafeBeat National Sponsor" logo will be included in all TV ads purchased by SafeBeat in every region.
- The official name, "SafeBeat National Sponsor", will be included in all radio ads purchased by SafeBeat in every region.
- The "SafeBeat National Sponsor" logo will be included in all print ads purchased by SafeBeat in every region.
- At all screening locations, the "SafeBeat National Sponsor logo" will prominently displayed throughout the location.
- The "SafeBeat National Sponsor" logo will be included throughout the SafeBeat website (including main banner).
- The National Sponsor's logo will have a permanent spot (per sponsored year) on the SafeBeat website home pages, linking to sponsor's site. The SafeBeat National Sponsor official logo will be displayed on all SafeBeat educational and training materials. The "SafeBeat National Sponsor" will be named in all SafeBeat press releases.



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# NATIONAL SPONSOR – cont'd

## National and/or Sports Team Sponsor Benefits ~ continued :

- The “SafeBeat National Sponsor” logo will be prominently displayed on all posters placed throughout the associated schools. The “SafeBeat National Sponsor” logo will be prominently displayed on all screening-event fliers and other informational handouts. This message will also be included in press kits.
- Opportunity for National sponsor representative to be included in SafeBeat press conferences.
- “SafeBeat National Sponsor” will be shared weekly on all of SafeBeat social media outlets.
- National Sponsor complimentary seating, inclusion and recognition at all regional gala’s, fund raisers, golf events, and events.
- National Sponsor local/regional offices where applicable will be included in all regional activities.
- Recognition and inclusion in promotional videos.

**Investment:**

**\$ 1,000,000 +**

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# ELITE SPONSOR

The **ELITE Sponsor** level is for a sponsor who is committed to **SafeBeat's** mission and its screening campaign. The Elite Sponsor receives many of the same benefits of the National Sponsor only on a regional level.

## Benefits include the following:

- Sponsor will be included in a specially designed SafeBeat logo incorporating sponsor name, reading "SafeBeat is made possible by Sponsor."
- "SafeBeat Elite Sponsor" logo will be included in all TV ads purchased by SafeBeat in the associated region.
- The official name, "SafeBeat is made possible by Sponsor", will be included in all radio ads purchased by SafeBeat in the associated region.
- The "SafeBeat Elite Sponsor" logo will be included in all print ads purchased by SafeBeat in the associated region.
- At all screening locations, the "SafeBeat Elite Sponsor logo" will prominently displayed throughout the location.
- The "SafeBeat Elite Sponsor" logo will be included throughout the SafeBeat website (including main banner, for the duration of the screening efforts in that region.
- The Elite Sponsor's logo will have a permanent spot on the SafeBeat website home pages, linking to sponsor's site. The SafeBeat Elite Sponsor official logo will be displayed on all SafeBeat educational and training materials for the respective region. The "SafeBeat Elite Sponsor" will be named in all SafeBeat press releases for that region.
- The "SafeBeat Elite Sponsor" logo will be prominently displayed on all posters placed throughout the associated schools and prominently displayed on all screening-event fliers and other informational handouts. This message will also be included in press kits.
- Opportunity for sponsor representative to be included in regional SafeBeat press conferences.
- SafeBeat Elite Sponsor" will be shared weekly on all of SafeBeat social media outlets.
- Complimentary entry and special recognition in all regional fund raising events.

**Investment:**

**\$ 500,000 +**

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# PLATINUM SPONSOR

The **Platinum Sponsor** level is one of the highest sponsor levels and indicates a major commitment to **SafeBeat** and its screening campaign. As a **Platinum Sponsor**, your company will be woven through many facets of **SafeBeat** efforts so that it is clearly identified as a VIP sponsor.

## Benefits include the following:

- Company logo will be included in all television advertising done by SafeBeat in associated region. Company name will be a part of all radio advertising campaigns conducted by SafeBeat throughout associated region.
- On the SafeBeat website, sponsor will have a permanent position (per sponsored year) on homepage for their logo and link to their site.
- In all print ads, sponsor's logo will be included within the print ad.
- Sponsor will have their company logo included on all SafeBeat official materials, including letterhead, educational and training materials for their region.
- Company name will be mentioned in all SafeBeat press releases for that region.
- For all the educational posters that will be placed throughout schools in associated region, sponsor logo will be prominently displayed.
- On all event fliers, special informational handouts and Awareness fliers, sponsor logo will be included on all materials.
- Opportunity for sponsor representative to be included in SafeBeat press conferences, special events, and fund raisers.

**Investment:**

**\$ 250,000 +**

The logo for SafeBeat, featuring the word "SafeBeat" in a bold, blue, sans-serif font. A small "TM" trademark symbol is located at the top right of the word "Beat".

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# GOLD SPONSOR

The **Gold Sponsor** level is a major sponsor level and indicates a high-level commitment to **SafeBeat** and its screening campaign. As a **Gold Sponsor**, your company will be included throughout **SafeBeat** to be clearly identified as a VIP sponsor.

## Benefits include the following:

- Company logo will be included in selected television advertising done by SafeBeat in the associated region.
- Company name will be a part of all radio advertising campaigns conducted by SafeBeat throughout the associated region.
- On the SafeBeat website, sponsor will have a permanent position (per sponsored year) on SafeBeat website for their logo and link to their site.
- In all print ads, sponsor's logo will be included within the print ad.
- Company name will be included on all SafeBeat press releases.
- Sponsor logo will be displayed on all educational posters that will be placed throughout schools in the associated region.
- On all event fliers sponsor logo will be included on all materials.

**Investment:**

**\$ 125,000 +**

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# SILVER SPONSOR

The **Silver Sponsor** level demonstrates a high level of commitment to **SafeBeat** and its screening campaign. **Silver Sponsor** benefits are designed in such a way as to make sure the sponsor has excellent visibility throughout the **SafeBeat** campaign.

## Benefits include the following:

- Company name will be a part of all radio advertising campaigns conducted by SafeBeat throughout the associated region.
- On the SafeBeat website, sponsor logo will have a specific position and link to their website.
- In all print ads, sponsor's logo will be included within the print ad.
- Company name will be included on all SafeBeat press releases.
- Sponsor logo will be displayed on all educational posters that will be placed throughout schools in associated region.
- On all event fliers, sponsor logo will be included on the materials.
- Sponsor will be listed on the SafeBeat website as a Silver Sponsor.

**Investment:**

**\$ 50,000 +**

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# BRONZE SPONSOR

The **Bronze Sponsor** level is one of the 5 top sponsor levels and as such, displays a serious level of commitment to **SafeBeat** and its screening campaign. **Bronze Sponsor** benefits provide a way for the sponsor to be extremely visible throughout the **SafeBeat** campaign.

## Benefits include the following:

- Company name will be included on selected SafeBeat press releases for that region.
- Sponsor logo will be displayed on all educational posters that will be placed throughout schools in the associated region.
- On all regional event fliers, sponsor logo will be included the materials.
- Sponsor will be listed and have logo on a specific page on the SafeBeat website, such as SafeBeat sponsors.

Investment:

\$ 25,000 +

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# PATRON SPONSOR

The **Patron Sponsor** level demonstrates a serious commitment to **SafeBeat** and its screening campaign and is recognized on the **SafeBeat** website.

## Benefits include the following:

- On the SafeBeat website, sponsor logo will have a position on the Sponsor page with a link to their site.
- Sponsor's logo will be included in the print advertising placed by SafeBeat.
- Sponsor logo will be displayed on all educational posters that will be placed throughout schools in the associated region.
- On all event fliers, sponsor logo will be included the materials.

**Investment:**

**\$ 10,000 +**

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# FRIEND SPONSOR

## Benefits include the following:

- Company logo will be on the Sponsorship Recognition page on the SafeBeat website.
- Sponsor's name will be included in selected print advertising placed by SafeBeat.
- Company name will be displayed on selected educational posters that will be placed throughout schools in the associated region.

**Investment:**

**\$ 5,000 +**

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# HONORABLE MENTION

**Benefits include the following:**

- Company logo will be on the Sponsorship Recognition page on the SafeBeat website.

**Investment:**

**\$ 1,000 +**

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