



Prevention of
Sudden Cardiac Arrest in Youth

Heart Beats GALA



Five-star treatment
for your heart. And you.™

P.O. BOX 867671
PLANO, TX 75086-7671
877.LVG.4ZAC (877.584.4922)
WWW.LIVING4ZACHARY.ORG

LIVING FOR ZACHARY EXECUTIVE COMMITTEE

Jack Shaw

Karen Schrah

Rhonda Cochran

Brenda Carpenter

Debbie Burkhalter

Bret Cullers

Tonya Shrum

LIVING FOR ZACHARY HEARTBEATS GALA COMMITTEE

Mark & Janet Valentine
(Co-chairs)

Karen Schrah

Rhonda Cochran

Bret & Denise Cullers

Mark Gonzales

Leslie Hearn

Randy Johnson

Jack & Gwen Shaw

Mary Belle Turner

Why Should You Support Living for Zachary?

Living for Zachary is a non-profit organization [(501 (c) (3) 80-0410066] with a mission dedicated to saving young lives from sudden cardiac arrest (SCA). The organization was founded in honor of Zachary Schrah, who was only 16 years old when he collapsed during a high school football practice in Plano on April 2, 2009. After Zachary's death, the Living for Zachary foundation was established to raise awareness of undiagnosed heart issues in teens.

According to the Heart Rhythm Society (www.hrsonline.org), more than 250,000 deaths occur each year as a result of sudden cardiac arrest (SCA). In fact, **SCA claims one life every two minutes, taking more lives each year than breast cancer, lung cancer or AIDS.** To decrease the death toll from SCA, it is important for the public to understand what SCA is, what the symptoms and warning signs are, and how to respond and prevent SCA from occurring. That's why Living for Zachary and THE HEART HOSPITAL Baylor Plano are working together to change this statistic.

You Will Make the Difference

In the spirit of our shared commitment to spread awareness of sudden cardiac arrest and to save lives, we are requesting your sponsorship of our *HeartBeats Gala*. We truly hope that after reviewing this letter your organization will realize the importance of partnering with us in this charitable endeavor. Local businesses and individuals have already stepped up as sponsors for the February 2011 event, but we need your support if we are to meet our goals.

Your involvement will encourage other local businesses and individuals to participate in this life-saving effort. With your help, we will make a difference by spreading the word about sudden cardiac arrest and encouraging our youth to get screened for potentially life-threatening heart conditions.

Sponsorship Opportunities

Your participation in one of our sponsorship opportunities will help provide funding for community education and awareness events, student scholarships, and the purchase of automated external defibrillators (AEDs) that can help save the life of someone that has collapsed due to sudden cardiac arrest.

We have already awarded an AED to the Boys & Girls Club of Collin County (Plano, Frisco, McKinney), MadFrog Volleyball Club in Plano, numerous local schools, and to an orphanage in Haiti through a medical mission group. With your support we would like to award additional units to other organizations, so please consider the impact your participation will have.

For your convenience I have attached a complete listing of all sponsorship options available to you. I am confident that you will find an opportunity that is appropriate for you. You will also find information at the bottom of the third page regarding where you may send your check.

If additional information will help facilitate your decision-making process, please call 214.514.0368, and we will be happy to provide whatever you need. We understand this is an important decision and look forward to answering any questions you may have.

For more information about the Living for Zachary *HeartBeats Gala*, or to view the organization's media footage, please visit www.living4zachary.org and click on the link "L4Z in the News" in the left column.

Remember: Your sponsorship *will* make a difference. Awareness is the start; diagnosis is the key.

Thank you, in advance, for your thoughtful consideration of our request and your support.

Sincerely,



Karen Schrah
President and Founding Partner
karen@living4zachary.org

Heart Beats GALA

February 19, 2011

Marriott Plano at Legacy Town Center
7120 Dallas Parkway

- | | |
|---|---|
| <p><input type="checkbox"/> <u>Signature Sponsor</u> \$25,000</p> <ul style="list-style-type: none"> • Corporate identification in all event promotional materials • Full page recognition in benefit program • Premium recognition during the evening of the event • Acknowledgement in the Living for Zachary Annual Reports • Link to sponsor website • Premium seating two reserved tables for 10 (20) guests to enjoy cocktails, fine dining, raffles, live music and dancing <p><input type="checkbox"/> <u>Platinum Heart Sponsor</u> \$15,000</p> <ul style="list-style-type: none"> • Corporate identification in event promotional materials • Full page recognition in the benefit program • Recognition during the evening of the event • Acknowledgement in the Living for Zachary Annual Reports • Link to sponsor website • Two reserved tables for eight (16) guests to enjoy cocktails, fine dining, raffles, live music and dancing <p><input type="checkbox"/> <u>Gold Heart Sponsor</u> \$10,000</p> <ul style="list-style-type: none"> • Full page recognition in the benefit program • Acknowledgement in the Living for Zachary Annual Reports • Link to sponsor website • Table for ten (10) guests to enjoy cocktails, fine dining, raffles, live music and dancing | <p><input type="checkbox"/> <u>Silver Heart Sponsor</u> \$5,000</p> <ul style="list-style-type: none"> • Half page recognition in the benefit program • Acknowledgement in the Living for Zachary Annual Reports • Link to sponsor website • Eight (8) guests to enjoy special seating, cocktails, fine dining, raffles, live music and dancing <p><input type="checkbox"/> <u>Bronze Heart Sponsor</u> \$2,500</p> <ul style="list-style-type: none"> • Quarter page recognition in the benefit program • Acknowledgement in the Living for Zachary Annual Reports • Six (6) guests to enjoy special seating, cocktails, fine dining, raffles, live music and dancing <p><input type="checkbox"/> <u>Sweet Heart Sponsor</u> \$1,000</p> <ul style="list-style-type: none"> • Recognition in the benefit program • Acknowledgement in the Living for Zachary Annual Reports • Four (4) guests to enjoy special seating, cocktails, fine dining, raffles, live music and dancing <p><input type="checkbox"/> <u>Shining Heart Sponsor</u> \$500</p> <ul style="list-style-type: none"> • Recognition in the benefit program • Acknowledgement in the Living for Zachary Annual Reports • Two (2) guests to enjoy special seating, cocktails, fine dining, raffles, live music and dancing <p><input type="checkbox"/> <u>Giving Heart Sponsor-Any Donation Amount</u></p> <p><input type="checkbox"/> <u>Tickets</u></p> <ul style="list-style-type: none"> • Adult ticket \$100 • Youth ticket (1) youth 16 and over \$25 |
|---|---|

DATE: _____ AMOUNT ENCLOSED: _____ CHECK #: _____

NAME OF COMPANY, FOUNDATION OR INDIVIDUAL: _____

CONTACT NAME: _____ TITLE: _____

PHONE: _____ EMAIL: _____

ADDRESS: _____ CITY/STATE/ZIP: _____

TAX ID/NON-PROFIT ACCOUNT: 80-0410066
 MAKE CHECKS PAYABLE TO: LIVING FOR ZACHARY
 SUBMIT CREDIT CARD TRANSACTION AT WEBSITE: www.living4zachary.org

MAILING ADDRESS: LIVING FOR ZACHARY
 P.O. BOX 867671
 PLANO, TEXAS 75086-7671