

makeover my heart

August 24, 2011

Dear Sponsor,

We are pleased to announce that the 4th Annual Makeover My Heart will be held on Saturday, February 4, 2012, at the Radisson Hotel and Conference Center in Utica, NY. As a valued Sponsor, we sincerely thank you for your ongoing support. Your patronage is an essential component of our mission to raise awareness about women and heart disease in the Mohawk Valley. Heart disease is the #1 killer of women. By partnering with us, you facilitate our efforts to provide women with the tools necessary for achieving and maintaining their ideal heart health. As we plan for our 4th Annual event, we ask for your renewed commitment to this important endeavor.

Established in 2008, Makeover My Heart is a 501(C) 3 not for profit organization, and part of the Slocum Dickson Educational Institute. Each year, we host a sell-out event that welcomes more than 325 women for a full day of education. From lectures to interactive clinics, to our health and wellness fair, Makeover My Heart offers a uniquely innovative learning experience that is affordable and fun.

Although our primary focus is education, an equally important objective is keeping our program affordable. Sponsors play a critical role in this effort, offsetting the majority of costs associated with Makeover My Heart. Thanks to generous patrons such as you, tickets to Makeover My Heart are only \$20 per person. In return, Sponsors receive a variety of benefits including advertising and promotional opportunities that can be customized to meet your specific needs. To learn more about available 2012 Sponsorship opportunities, please refer to the attached 4th Annual Makeover My Heart Sponsorship Opportunities.

On behalf of everyone at Makeover My Heart, we thank you for your ongoing support. We recognize there are numerous worthwhile causes vying for limited Sponsor dollars. As such, we feel privileged that you have chosen to partner with us in the important fight against heart disease. We look forward to working with you in the coming months towards another successful event.

Sincerely

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