

makeover my heart

August 24, 2011

To whom it may concern,

It is my pleasure to present you with information regarding the 4th Annual Makeover My Heart, to be held on Saturday, February 4, 2012 at the Radisson Hotel – Utica Centre.

Heart disease is the #1 killer of women. 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. By partnering with us, you facilitate our efforts to provide women with the tools necessary for achieving and maintaining ideal heart health. The purpose of this letter is to ask for your support.

The primary focus of Makeover My Heart is community education. An equally important objective is keeping the program affordable for guests. Sponsors play a critical role in this effort, offsetting the majority of costs associated with Makeover My Heart. Thanks to generous patrons such as Slocum Dickson Medical Group, Slocum Dickson Foundation, Excellus, Faxton St Lukes Healthcare, NBT Bank and more, admission to Makeover My Heart is only \$20 per person. In return, Sponsors enjoy benefits that include a variety of advertising and promotional opportunities that can be structured to meet your specific needs. For more information about specific Sponsorship Opportunities for the 4th Annual Makeover My Heart, please see the attached 2012 Sponsorship Opportunities.

In closing, we thank you in advance for your consideration. We hope you will agree that Makeover My Heart is a valuable community program, worthy of your support. We look forward to working with you to secure your endorsement of this important community outreach program.

Sincerely

Lisa M Ennis FNP
Founder and Executive Director, Makeover My Heart
Slocum Dickson Educational Institute
1729 Burrstone Road
New Hartford, NY 13413
315-624-1974
lisa@makeovermyheart.org
www.makeovermyheart.org