

ASSOCIATION OF BLACK CARDIOLOGISTS

8TH ANNUAL



2017 SPONSORSHIP OPPORTUNITIES

# WHO WE ARE

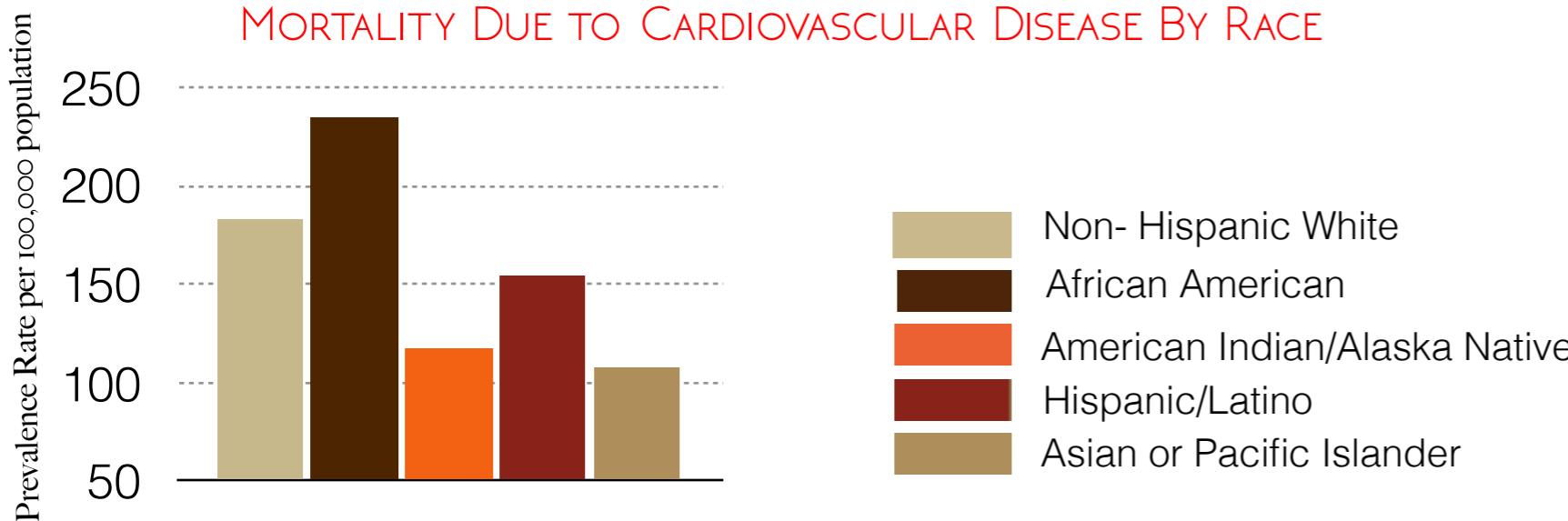
Founded in 1974, the Association of Black Cardiologists, Inc., (ABC) is a nonprofit organization dedicated to lowering the high rate of cardiovascular disease, including stroke, in minority populations through education, research, and advocacy. We are firm in our resolve to eliminate disparities and make exemplary health care accessible and affordable to all we serve. Our aim is to increase diversity in both clinical trials and the healthcare workforce while educating health professionals, students and communities on the prevention and treatment of cardiovascular disease. We believe that good health is the cornerstone of progress and are steadily advancing our mission to eliminate disparities and achieve health equity for all.

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# WHY WE MATTER

High-risk minority populations, particularly African Americans are disproportionately burdened with the highest rate of heart disease and stroke of any racial/ethnic group in the U.S. There remains indisputable evidence that the presence of health disparities continues to be a major concern in healthcare. This is why it is essential that we penetrate our communities, government policy, health industry, and educational institutions with identified solutions that remove access barriers and lead to optimum healthcare for all. The ABC is firm in our resolve to do just that...saving hearts and minds of a diverse America.

MORTALITY DUE TO CARDIOVASCULAR DISEASE BY RACE



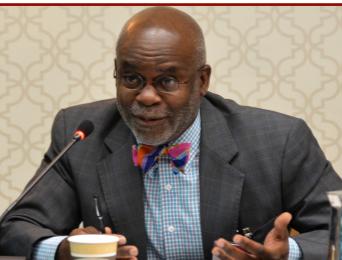
# WE INVITE YOU TO CONSIDER GIVING

**We invite you to support our annual ABC Spirit of the Heart benefit campaign by making a donation from your heart to our mission!**

**Your generosity will make a tangible difference in our community and empower us to continue effective work in these areas:**

**education**

Community and Provider education are at the heart of our initiatives and include live and enduring offerings such as symposiums, conferences, webcasts, publications, and resources for healthcare professionals and medical students. Our signature *Spirit of the Heart* Health and Education Tour is one of several national programs designed to heighten awareness and galvanize health, community and church leaders around solutions for their community.



**research**

Clinical trials are an important step in discovering new treatments for CVD as well as new ways to detect, diagnose, and reduce the risk of disease. ABC's Clinical Trials Network serves as a central hub to identify and vet clinical trial opportunities, match investigators to clinical research study and trials of interest while providing infrastructure support benefiting physicians and the patients they serve. We've investigated barriers to clinical trials and identified actionable solutions to drive minority participation.



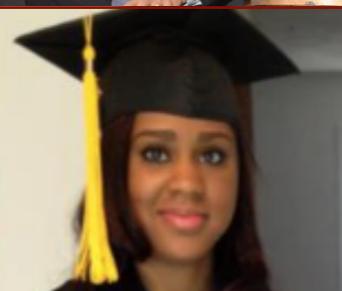
**advocacy**

Advocacy is essential in meeting our 2025 goal to reduce disparity in cardiovascular disease by 20 percent. We're intentional in our mission to improve policies, influence decision makers and develop leadership. The ABC presents multi-stakeholder roundtables with health providers, patients, policy makers, advocacy groups and thought leaders in which consensus reports are developed and governmental lobbying is engaged.



**scholarships**

While minorities represent almost a third of the overall U.S. population; less than 6 percent of minorities make up our national physician corps. Each year the ABC offers competitive medical student scholarships for ongoing education & for residents and fellows pursuing advanced fellowships in electrophysiology and interventional cardiology.



# 8th Annual Spirit of the Heart Awards Dinner

SATURDAY, OCTOBER 7th - 7pm

CIPRIANI 42ND STREET - NEW YORK CITY



Our 8th Annual Spirit of the Heart Awards Dinner will be held at New York's prestigious Cipriani's NY in celebration of exemplary individuals and organizations who inspire our mission. Our signature evening raises annual funding to benefit ABC's ongoing clinical research, community outreach, advocacy and fellowship awards for underrepresented minorities in the field of cardiology. Over 500 cardiologists, health professionals, advocates and partners attend our most exciting event of the year and we invite you to join us! Tickets are available at [ABCardio.org](http://ABCardio.org)!

**OUR 2017 FUNDRAISING GOAL IS  
\$1 MILLION  
TO SUPPORT OUR ONGOING**



\*ADVOCACY

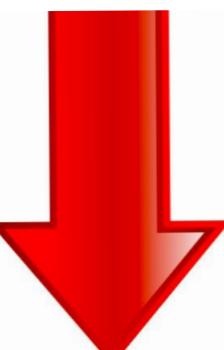
\*CLINICAL RESEARCH

\*COMMUNITY AND PROVIDER EDUCATION

\*SCHOLARSHIPS FOR MINORITY MEDICAL STUDENTS

\*& REDUCTION OF THE CVD DISPARITY GAP BY:

**20% BY 2025**



# MEDIA HIGHLIGHTS

THE HUFFINGTON POST  
INFORM • INSPIRE • ENTERTAIN • EMPOWER

**The Association of Black Cardiologists Honors Queen Latifah at 7th Annual Spirit of The Heart Awards Gala**



**RECAP: Association of Black Cardiologists Spirit of the Heart Awards Dinner**

eurweb  
ELECTRONIC URBAN REPORT



THE ASSOCIATION OF BLACK CARDIOLOGISTS TO HOST ANNUAL 'SPIRIT OF THE HEART' AWARDS IN NEW YORK

**J The Network Journal**  
Black Professionals and Small Business Magazine

**The Association of Black Cardiologists Honors Distinguished Health Advocates at 7th Annual "Spirit of The Heart" Awards Gala**



**FOX NEWS Health**

**OWN network's Lamman Rucker pours heart into cardiovascular health**



**Mount Sinai's Dr. Valentin Fuster Honored by The Association of Black Cardiologists**

NEW YORK, NY – September 16, 2016 /Press Release/ —

The Association of Black Cardiologists (ABC) honored Valentin Fuster, MD, PhD, Director of Mount Sinai Heart and Physician-in-Chief of The Mount Sinai Hospital, with this year's Dr. Walter M. Booker, Sr. Health Promotion Award for his outstanding contributions to the field of cardiology at its Gala on October 1 at Cipriani 42nd Street (110 E. 42nd Street- NY, NY 10017) at 7pm.

The event will benefit ABC's ongoing clinical research and advocacy for heart disease prevention. Proceeds will also support the education of underrepresented minorities in the field of Cardiology through ABC's fellowship awards.

**JAGWIRE**

**Cardiology fellowship recognized for diversity efforts**

October 5, 2016 • by Jennifer Hillard Scott

Dr. Vincent Robinson (right) and Lamman Rucker

The Cardiology Fellowship program at the Medical College of Georgia at Augusta University is the recipient of the 2016 Spirit of the Heart Diversity in Cardiology Award from the Association of Black Cardiologists.

Dr. Vincent Robinson, director of the program and Gise E. Garrison, MD, Distinguished Chair in Cardiovascular Medicine, accepted the award at the annual Spirit of the Heart Awards Dinner in New York Oct. 1.

The award was established in 2002 to recognize academic institutions and teaching hospitals that demonstrate a commitment to increasing the number of African-Americans and other underrepresented minorities trained in cardiovascular medicine. It also honors commitment to diversity and cultural enrichment in medical education.

"(This) is a testament to your excellent leadership and successful efforts to recruit quality candidates in support of the needs of communities as well as MCC's diversity and inclusion priorities," wrote Dr. Barbara Hutchinson, president of ABC, and Dr. Felix Sogabe, chairman of the board, in a letter notifying Robinson of the award.

"(This) is a testament to your excellent leadership and successful efforts to recruit quality candidates in support of the needs of communities as well as MCC's diversity and inclusion priorities."

Stopped by WBLS 107.5 (before Greenleaf finale) to chop it up with my girl Deja! Looking forward to getting back to NY for the **Association of Black Cardiologists Gala**- October 1st followed by a few stops on the Spirit of the Heart Education and Health Tour in Dallas (Oct. 15), Macon (Oct. 22), and Richmond (Oct. 29). More info to come!

**AUGUSTA UNIVERSITY**



**The Dallas Morning News**

**Making healthier communities**

Lamman Rucker on the changing of cultures, habits and 'Greenleaf'

According to the Centers for Disease Control and Prevention, there is bad news and good news when it comes to heart disease. The bad news: Latino Americans and African-Americans are at higher risk for heart disease, and women and people of color are treated for the ailment at lesser rates than Caucasian men. The good news: Wider spread educational initiatives are helping to close the gap in those disparities and have access to.

What made you join forces with ABC?

"It's a partnership I've had with the organization for a couple of years now. The educator and activist in me wants to bring my passion for

size now if let my eyes get bigger than the stomach. It's about discipline, self-control and foresight, longer-term thinking connected to what's best for you and people around you. Habits become patterns, and people don't realize the calories they're putting on."

"There's always a lot of talk about whether or not sexed should be done in the church class, but there's hardly ever talk about understanding how bodies function to live life in a healthier rate."

In addition to keynote presentations, the free event features local and national speakers, community resources benefiting children and adults, and actor and community activist Lamman Rucker (*Meet the Browns, Why Did I Get Married? Greenleaf*).

"It is imperative that we educate our communities about the new, life-saving technologies that are available," says Aaron Horne Jr. of the Cardiac and Vascular Interventional Group.

"I'm still trying to figure out where he falls in the whole scheme of the family hierarchy. He's part of an incredible family, and it's no accident that they're in the position that they're in, as beacons of community, but they're serious issues! Jacob is in a kind of limbo almost; his mother treats

**heart&soul**  
Educate. Inform & Inspire  
**Queen Latifah To Be Honored By the Association of Black Cardiologists**



# SPONSORSHIP OPPORTUNITIES

SPONSORSHIP BENEFITS	DIAMOND - \$100K (ONE SPONSOR)	PLATINUM - \$50K (TWO SPONSORS)	GOLD - \$25K	SILVER - \$10K	SILVER - \$5K	BRONZE - \$1K
Programming Naming Rights (Presenting Sponsor)	●					
Stage Welcome from Company Representative	●	●				
Front Inside Cover Two Page Ad in Gala Program	●					
Company Mention in Pre-Event Media & Advertisement	●					
Partnership Feature in Special Edition Newsletter	●					
Two Premiere Tables (Twenty Guest Tickets)	●	●				
Twenty Passes for Pre-Gala VIP Meet and Greet	●					
Special Stage and Screen Mention and Logo Placement	●	●				
Prominent Logo Placement on Marketing Collateral & Website	●	●				
Company Marketing Collateral/Product in Gift Bag	●	●	●			
Programming Naming Rights (Associate Sponsor)		●				
One Full Page Ad in Gala Program		●				
Ten Passes for Pre-Gala VIP Meet and Greet		●	●			
One Premiere Table (Ten Guest Tickets)			●	●		
One Half-Page Ad in Gala Program			●			
Special Screen Logo Placement			●			
Logo Placement on Website			●			
Written Company Name Listed in Gala Program				●	●	●
Written Company Name Listed on Website				●		
Five Tickets					●	
One Ticket						●

# **THANK YOU FOR YOUR SUPPORT CONSIDERATION**

**PLEASE MAKE YOUR TAX-DEDUCTIBLE DONATIONS VIA CHECK PAYABLE TO:  
ASSOCIATION OF BLACK CARDIOLOGISTS  
OR VISIT [ABCARDIO.ORG](http://ABCARDIO.ORG) TO MAKE CONTRIBUTIONS VIA CREDIT CARD**

**\*Kindly mail checks to:  
Association of Black Cardiologists  
Attn: Hope Allen  
122 East 42nd Street - 18th Floor  
New York, NY 10168-1898**

**FOR MORE INFORMATION, CONTACT US AT:  
**646-504-1191 OR [INFO@LIVINGHOPECO.COM](mailto:INFO@LIVINGHOPECO.COM)****

The Association of Black Cardiologists is a non-profit organization. Under section 501 (C) (3) of the IRS code, tickets are tax-deductible to the fullest extent allowed by law. Estimated fair market value of each ticket/dinner guest is \$400.

