

A LIFESAVING SPONSORSHIP OPPORTUNITY FOR

Your Logo Here!

Help us prevent the #1 killer of student athletes by providing preventative heart screenings!

Join us as we

Screen Hearts and Save Lives!

www.safebeat.org



SafeBeat™

“Screening Hearts, Saving Lives!”

THE SAFEBEAT MISSION

SafeBeat is an Initiative that establishes local and regional *Preventative Heart Screening* in an effort to prevent *sudden cardiac arrest* in youth (*#1 cause of death*) and create a healthier generation throughout area public middle/high schools. Our mission is that no family suffers the loss of a child due to *sudden cardiac arrest*.

SafeBeat collaborates with local hospitals, medical professionals, schools and business sponsors to successfully provide preventative heart screenings, awareness campaigns, and emergency preparedness resource materials to community schools in need.

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



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SAFEBEAT UNIQUENESS: (WHAT MAKES US DIFFERENT THAN OTHER CHARITIES):

We are very aware that there are many worthy causes and foundations available to support. **SafeBeat** differentiates itself from most organizations in the following ways to make your choice to support our Initiative the right one.

- The vast majority of our public-school children will not receive a preventative heart-screening without our services – especially the non and under-insured children.
- Most foundations don't offer vast exposure opportunities for their sponsors. *(Even directly to homes)*
- Your financial support is going to a “proven” platform to save lives.....not for research to figure out how to save lives.
- We directly impact the lives of children and their associated families.
- We utilize a state-of-the-art screening software that tracks results for cardiac abnormalities, cardiac history, obesity, HTN and more.
- Sponsors can monitor/track the results of our program and the direct impact of their involvement.



This is your opportunity to capture the hearts and minds of students, families and households within the communities in which we both serve.

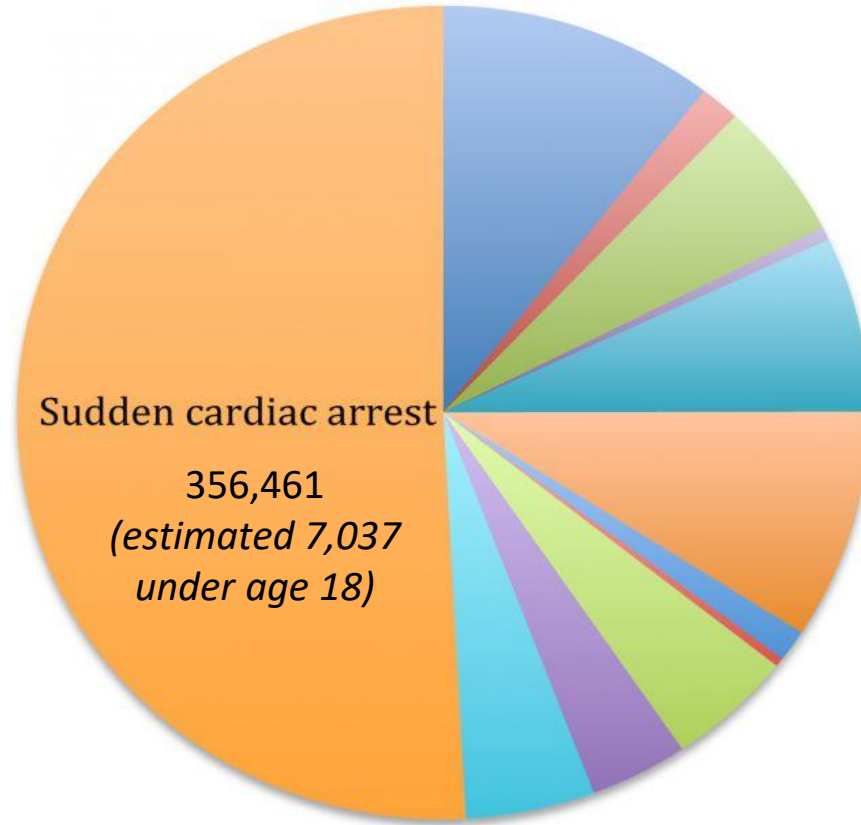
This is truly a life-saving sponsorship!!

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Sudden Cardiac Arrest in the US



- Alzheimer's
- Assault with firearms
- Breast cancer
- Cervical cancer
- Colorectal cancer
- Diabetes
- HIV
- House fires
- Motor vehicle accidents
- Prostate cancer
- Suicides

Mozaffarian D, Benjamin EJ, Go AS, et al. Heart Disease and Stroke Statistics—2015 Update: A Report from the American Heart Association. *Circ*. 2015;131:e1-295.

Sudden Cardiac Arrest Foundation. About SCA. Available at: <http://www.sca-aware.org/about-sca>. Accessed May 4, 2016.

<https://www.aedsuperstore.com/resources/sudden-cardiac-arrest-statistics/>

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FACT SHEET

Every year, more than 7,000 children 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 mostly detectable and treatable. We are working to prevent the grief that comes from losing a child, a sister or brother, a friend or teammate. Our screening helps detect potential cardiac abnormalities so parents can follow up with their child's physician and subsequent cardiologist if needed.



- Sudden cardiac arrest is the **#1 cause of death** among student athletes!
- Sudden cardiac death is the **#1 cause of death** on school campuses!
- Approximately **1 out of every 350 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 diagnosed, most syndromes are treatable, and individuals with these conditions can have normal life spans and lifestyles.

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PROGRAM COMPONENTS

Heart Screening Services:

- Personal and family heart health questionnaires (*online*)
- Bi-lateral blood pressures (BP)
- Height / Weight (BMI)
- 12-Lead Electrocardiogram (ECG)
- All screenings are over-read by a Pediatric Cardiologist.
- Trackable results through state-of-the-art cardiac screening software.

Pediatric Healthcare Partner:

- **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.)

Emergency Action Plans including:

- Resources for AED's placement and training
- Resources for Cardiac Emergency Response Plan
- Resources for CPR and AED training
- Resources for Warning Signs and Risk Factors



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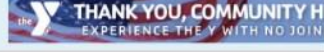






“Screening Hearts, Saving Lives!”



MEDIA COVERAGE

Messaging is key in our mission to “Screening Hearts, Saving Lives”. We have learned that knowledge is power when it comes to the fight against Sudden Cardiac Arrest. This is an issue that needs to garner public awareness for entire communities. Press releases, media and print components of our **SafeBeat** Initiative play a key role in accomplishing this goal.

SafeBeat Announces Collaboration With Wolfson Children's Hospital To Provide Life-Saving Heart Screenings For Students In South Georgia And North Florida



Clay county parents encouraging student-athlete health screenings following baseball player's heart abnormality.
Saturday, when Jeff Brown's 14U Spartans take the field Donovan will

Cardiac screening for Hillsborough teens could help solve a national debate
By Leticia Stein, Times Staff Writer
In Print: Tuesday, March 23, 2010

SafeBeat works to detect kids' heart problems
A nurse with SafeBeat reviews a Lake Asbury Junior High student's health information as he undergoes a heart check-up at the school.
STAFF PHOTO BY TUCK BLANKS
Posted Wednesday, February 20, 2010 10:03am

Connor Moore
STUDENT ATHLETE

Safebeat saves lives
293 views

ABC Action News 10
Published on Aug 21, 2010

Hillsborough County students have the opportunity for a free heart screening. The Safebeat Initiative team welcomes all students, including student athletes, to take advantage.

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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, coaches and communities to learn more about Sudden Cardiac Arrest, upcoming screenings, and fund-raising events.



| | | | | | | | |
|----------|-----------------------|------------|----------|--------|--------------|--------------|---------|
| ABOUT US | SUDDEN CARDIAC ARREST | SCREENINGS | NEWSROOM | EVENTS | GET INVOLVED | ENDORSEMENTS | SUPPORT |
|----------|-----------------------|------------|----------|--------|--------------|--------------|---------|

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is made possible
by the generous
support of

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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 **SafeBeat** and its in-school screening programs through information being sent home or emailed. Information is also distributed through our e-newsletter, social media, school website announcements, robo-calls, parent/teacher association and other group meetings at the school. Parents can visit our website to pre-register for screenings and/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 Initiative launched by the *Cardiac Arrhythmia Syndromes Foundation* that allows for **aware Heart Screening** emergency plans to communities.

This partnership professionals, sc allows for **aware Heart Screening** emergency plans to communities.

Early detecti
 Bring a **SafeBe** to your commu



"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 6-28). 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.

Key Point About SafeBeat:

Program designed to prevent adolescent deaths due to Sudden Cardiac Arrest

Free preventative 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

9 Bartlett St. #335 • Andover, MA 01810 • info@safebeat.org
www.SafeBeat.org

SafeBeat is made possible by the generous support of

In-School Preventative Heart Screenings

"Screening Hearts... Saving Lives!"

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 let their child.

Approximately 20 children between the

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.



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    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.]
  
```

When is a screening? Registration is fast and easy. Parents can register at www.safebeat.org or via hard copy that will be collected at a SafeBeat representative.

What is a Preventive Heart Screening? A Preventive Heart Screening consists of a Pen-Touch Questionnaire, Blood Pressure Reading, Body Mass Index (BMI), and an ECG/EKG. An ECG or EKG is a test that measures heart rhythm. It has been proven to be the best initial indicator in most cases, children do not exhibit symptoms of a Sudden Cardiac Arrest (SCA) until it is too late to detect a condition before it has become fatal.

How long will students be out of class? Screenings will take place at your school, for approximately 12 minutes. Teachers can expect that a classroom for 15-20 minutes for the individual appointment. SafeBeat staff will handle all operations and will be in a location designated by the school, for a screening contractor working with The SafeBeat Initiative.

Where will they set-up? Each school will be responsible for their SafeBeat screening program. The number of students screened will be determined by the school. SafeBeat staff will handle all operations and will be in a location designated by the school, for a screening contractor working with The SafeBeat Initiative.

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GOALS AND OBJECTIVES

SafeBeat Goals

- Provide heart screenings to middle and 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 resources for CPR / AED training and Emergency Action Plans.
- Be the goal standard for Preventive Heart Screening.

SafeBeat Objectives

- Students will be provided professional heart screenings and appropriate follow-up care as needed.
- Parents / Guardians will have a better knowledge of their child's heart condition.
- Increased awareness of the importance preventative heart screening.
- Enhanced heart-health awareness

SafeBeat Long-term Impact

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

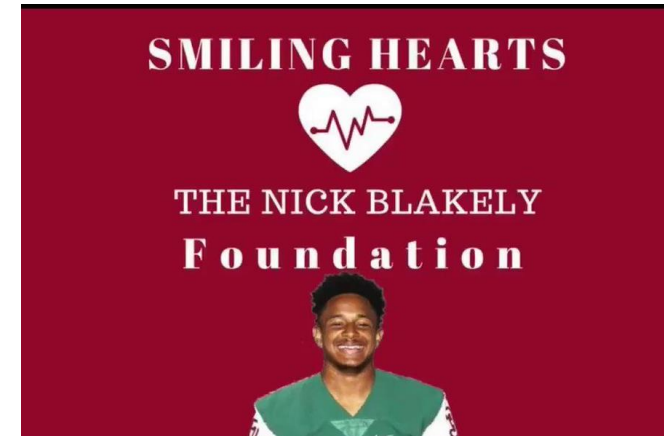


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In Proud Collaboration With:



SafeBeat™

"Screening Hearts, Saving Lives!"



SPONSORSHIP INVESTMENTS



SafeBeat™

“Screening Hearts, Saving Lives!”

| | | |
|--------------------|----|---------|
| Honorable Mention: | \$ | 1,000 |
| Friend: | \$ | 5,000 |
| Patron: | \$ | 10,000 |
| Bronze Sponsor: | \$ | 25,000 |
| Silver Sponsor: | \$ | 50,000 |
| Gold Sponsor: | \$ | 125,000 |

Amounts indicate minimum investment for that level.



HONORABLE MENTION

Benefits include the following:

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

Investment:

\$ 1,000 +

FRIEND SPONSOR

Benefits include the following:

- Honorable Mention benefits.
- 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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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:

- All previous level benefits.
- 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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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:

- All previous level benefits.
- 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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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:

- All previous level benefits.
- 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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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:

- All previous level benefits.
- 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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THANK YOU!

Thank you for the opportunity to provide our sponsorship information for your consideration. We appreciate your willingness to learn more about **SafeBeat** and how your organization can partner with us in saving the lives of our local youth. We are so proud to be a part of literally saving children lives and creating a healthier generation. We trust that your organization will see the value in this opportunity as well.

We believe this opportunity not only benefits to us as the recipient so we may continue to screen hearts and save lives, but it also shows a compassionate investment by the corporation in the eyes of the community.

Thanking you for allowing us to share about what we do in protecting area youth and why **SafeBeat** would be an amazing candidate for your sponsorship consideration.

Your Logo Here!

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