

Greater Cincinnati Hard Hats with Heart



NETWORKING

This special campaign will give you the opportunity to network with the construction, design and healthcare industry leaders while supporting a common goal—to build a life free of cardiovascular disease and stroke

MARKETING

Align with the branding strength of the American Heart Association to enhance your corporate profile and position your company as an industry leader

WELLNESS

Partner with the AHA to make workplace wellness a priority for you and your employees. Utilize tools and resources to start or further improve your workplace health program

This is an impactful and wonderful way for our community to come together to support the health and well-being of the skilled men and women who are working together to physically build our healthcare buildings. We need to keep them healthy so that we have institutions to keep our community healthy. **-Michael Browning, Cincinnati Children's Hospital**

In 2019 we truly moved the needle in making our industry healthier by providing blood pressure checks and crucial education to over 250 of our craft men and women. As we look to the future, consistently providing heart health education to our colleagues will positively impact the lives of those who create the spaces where we work, heal, live, and play. **-Brian Currin & Nick Hoyng, Danis Construction, Hard Hats With Heart Co-Chairs**



WHY THE CONSTRUCTION INDUSTRY?

Adults in the construction industry have a higher risk of cardiovascular disease compared to other industries based on lifestyle factors such as smoking, poor nutrition and lack of physical activity.



WHY NOW?

With thousands of individuals in the Greater Cincinnati community currently employed in the construction sector and the COVID-19 pandemic creating stressful environments, the need is greater than ever to find a solution and make an impact to save more lives.



HOW WILL WE IMPROVE OUTCOMES?

With a goal of impacting 75 companies and 1,000 employees, we will encourage a focus on Life's Simple 7: Stop Smoking, Eat Smart, Move More, Lose Weight, Manage Blood Pressure, Control Cholesterol and Reduce Blood Sugar. Through 2021, your company can use the AHA's health dashboard to keep track of improvements. We will also invest in research by raising 185,000 lifesaving dollars.

MISSION INVESTMENT BENEFITS

Thank you for your consideration of contributing toward our goal of raising 185,000 lifesaving dollars for the mission of the American Heart Association.

Signature Sponsor \$10,000

Gold Sponsor Benefits Plus

- Verbal company recognition during Hard Hats events

Heart Mini 2020 Event Benefits

- Company name listed on Heart Mini website
- Company logo on up to three pieces of Heart Mini event collateral, pending printing deadlines

Heart Health Education Session

- Blood pressure screening or heart health education program, co-created by AHA and your staff at one jobsite/office of your choice

Gold Sponsor \$5,000

Silver Sponsor Benefits Plus

- One blood pressure cuff
- Jobsite banner showcasing Hard Hats with Heart support
- Company logo recognition during Hard Hats events
- Company listing on any Hard Hats collateral

Heart Mini 2020 Event Benefits

- Company logo on your employee's Heart Mini t-shirts

Silver Sponsor \$2,500

Bronze Sponsor Benefits Plus

- Heart health employee toolkit
- Hard Hat stickers showcasing AHA support
- Company name listing during Hard Hats events

Bronze Sponsor \$1,000

Hard Hats with Heart Event Benefits

- Invitation for 2 to all Hard Hats events through June 2021

What is the Employee Toolkit?

The American Heart Association is excited to offer the Greater Cincinnati construction industry a toolkit with direction on how to not only engage your employees in heart healthy behavior, but also how to track outcomes over a year's time. Topics in the toolkit include items such as blood pressure control, signs of a heart attack and stroke, healthy eating and physical activity guides as well as smoking cessation. Our goal is to engage 75 companies and 1,000 employees in healthier behaviors in 2021.

