



beat 2015

HYPe (Heart's Young Professional execs) Member Overview

Who: YOU! As a member of HYPe (Heart's Young Professional execs), you will be a part of the American Heart Association and American Stroke Association's (AHA/ASA) event, which brings together community-minded professionals that want to take action to make a difference in increasing awareness and education, while raising funds for cardiovascular diseases and stroke.

What: **beat** is a new fresh event happening in Hawaii's trendiest urban neighborhood, *Our Kaka'ako*. Join over 300 of young professionals for an evening of friends, food, and philanthropy, with a goal to raise \$60,000 to support the AHA/ASA's mission.

When: Saturday, May 30, 2015; 7:00 p.m.–10:30 p.m.

Where: 445 Cooke Street Warehouse - Kaka'ako

Why: **beat**'s goal is to cultivate energetic, passionate and talented individuals who live and work in Hawaii. The event chair, HYPe, and AHA/ASA staff work together to spread awareness and engage Hawaii's up-and-coming leaders in how community-mindedness and innovation can pave the way to a cure for heart disease and stroke.

How: As a HYPe member, you'll be part of a team of young professionals who are passionate about making a difference in our community. Help improve lives and help save lives!

Fundraising Options:

- ♥ Corporate Sponsorship (committed by April 1, 2015)
- ♥ Ticket Sales: 15 (minimum per HYPe member)
- ♥ Personal leadership gift (no minimum)

The net goal for **beat** 2015 is \$60,000 (with expenses not to exceed 20 percent of gross revenue), to support the AHA/ASA's fight against heart disease and stroke. Donors will join the national fight against heart disease and stroke that are the #1 and #3 causes of death and disability in Hawaii.

Length of Involvement:

Through May 2015

Action Items:

By March 2015

- 1) HYPe orientation with AHA Staff
- 2) PR Headshot – Color (preferred) or B&W and Personal Statement
 - Life is Why; Everyone has a reason to live a healthier, longer life. What is yours?
_____ is why.
- 3) Corporate sponsorship/ticket sales committed.

For more information, please contact Aja Kusao at aja.kusao@heart.org or 808.377.6634 or Catherine Chong at catherine.chong@heart.org or 808.377.6668.

Our Mission: Building healthier lives, free of cardiovascular diseases and stroke.