



## The Play With Heart Foundation

*Play With Heart* was founded by a group of concerned parents, coaches, athletes and medical professionals who have been affected in one way or another by sudden cardiac death. Although PWH was officially founded in Broomfield, CO in 2013, a number of PWH programs have been in existence and saving lives since 2005 including *Kickstart My Heart* and our *Sports Medic Certification* program.

***The Mission: To prevent sudden cardiac death in the youth sports community by providing nationwide programs to Screen, Save & Educate.***

### Program: Kickstart My Heart

***Key Stat: Athletic children are particularly susceptible to sudden cardiac arrest. Survival rates can jump from 5%, to nearly 75% with the availability of an Automated External Defibrillator (AED) on site and properly trained responders.***

The *Kickstart My Heart* initiative was started by a group of Boulder, CO soccer enthusiasts in 2005 in an effort to provide Automated External Defibrillators (AEDs), emergency training and cardiovascular wellness education to local sports facilities and schools, specifically to benefit in the event of a sudden cardiac event. The foundation organized annual soccer marathons and other events, raising funds to help subsidize the cost of these life saving devices.



With over \$269,224 raised to date, the *Kickstart My Heart* program has placed 141 AEDs around Colorado and has been credited with a number of saves. While the program has been successful on many levels, and has made a huge impact in here in Colorado, the group has had limited support and resources. Thusly, the Kickstart team has decided to join under the umbrella of the *Play With Heart* Foundation, combining resources and bringing dedicated national leadership, support and visibility to their initiative as a *Play With Heart* program.

### Program Specifics:

- This is a “buy in” donation program. For a \$500 donation, applicants will receive a full AED package including the device, a two-year maintenance program and training/certifications for up to 10 employees, coaches, parents or administrators of the organization.
- Teams, Clubs, Schools or Facilities must fill out the application, meet all requirements and provide a \$500 donation to be eligible for placement.
- Applicants will be placed on the wait list and as funds and/or sponsors become available, packages will be placed.

## How Can Your Business Help?

**Kickstart My Heart Community Partnership Program** - The overwhelming need for these life saving devices has grown over the past two years and our fundraising efforts are not quite enough to stay ahead of the game! Enter our new partnership program. We pair local businesses with a youth sports team, club, facility or school in your area that is in need of an AED. This local business sponsorship program will literally save lives in your community, and your business can be the hero.

Sponsorship packages are \$4,000 and the recipient will receive:

- A Phillips AED device
- A two-year pre-paid maintenance program from Readiness Systems
- Training/certifications for up to 10 employees, coaches, parents or administrators of the recipient organization

## How Will This Benefit Your Business?

**First and foremost, your business will have provided a life saving device and training to a youth organization in need and potentially save a life.**

**Beyond that... Sponsoring a local team, club or school will help you reach millions...yes, literally millions!**

- Each placement comes with a plaque featuring your business as the sponsor and will be placed at the recipient location.
- Each placement includes a press release to the *Play With Heart* media partners featuring your business. Local partners in Colorado include the *Colorado Broadcaster's Association* and *Clear Channel Media - Denver*.
- Your business will be featured in an online press release on the *Play With Heart* foundation website.
- And finally, your sponsorship is a tax deductible donation.

**If you are interested in helping us save lives in your community and helping your business grow, please contact us as soon as possible at [justin@playwithheart.org](mailto:justin@playwithheart.org).**

**We look forward to working together!**

## Follow Us!

For more information on the foundation and our programs, please visit [www.playwithheart.org](http://www.playwithheart.org) or connect with us on [Facebook](#) and [Twitter](#). If you have questions, please contact us at [info@playwithheart.org](mailto:info@playwithheart.org).

