



# JOE BERETTA HEART FOUNDATION

Greetings,

The Joe Beretta Heart Foundation, a 501C3 non-profit, is excited to reach out with a proposal for partnership in our eighth annual Dinner in the Vines fundraising event. Through our travel and lodging services, bill payment, healthy eating, and holiday gift programs, we provide wrap-around services that ensure the best possible medical outcomes for patients experiencing advanced heart failure. Dinner in the Vines will raise much-needed funds so programs making a measurable impact on families in crisis can continue. A partnership between The Joe Beretta Heart Foundation and your organization would give patients and caregivers in the worst moments of their lives the opportunity to find peace, rest, and hope over and over again.

As an organization that deeply believes in stewarding the funds entrusted to us well, we know there are many factors to consider when entering into a financial partnership. Please feel free to reach out with questions to [DaveyShepherd@jbheart.org](mailto:DaveyShepherd@jbheart.org) or 615-852-7804. For more information about our organization, visit [www.JBHeart.org](http://www.JBHeart.org). To download a sponsorship packet or register to sponsor digitally, use the QR code below. Thank you for your consideration!

Davey Shepherd  
Executive Director

*Download  
Sponsorship  
Packet or  
Register as a  
Sponsor*



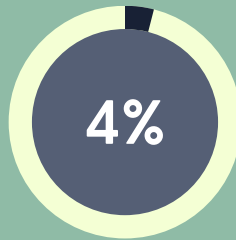


# Organization & Event NUMBERS & STATISTICS

Community involvement sets your business apart. We'd love the opportunity to partner with you as a sponsor for this year's Dinner in the Vines. Sponsorship is more than just an act of kindness, it's a good business decision. Contribute to a worthy cause, show the human side of your business and find qualified leads and compatible customers that appreciate your commitment to philanthropy in one stroke.

## OUR STORY:

The Joe Beretta Heart Foundation was established in 2016 when the Berettas, a local Mt. Juliet family, lost their husband/father to heart failure and learned the dire challenges most patients face.



## THE NEED:

Only 4% of hospitals are able to treat advanced heart failure; because of this most patients must travel to receive care. The majority of patients are left stressed, scared, isolated and far from home.

## ILLUMINATING A PATH THROUGH HEART FAILURE FOR PATIENTS & CAREGIVERS:

Joe Beretta Heart Foundation provides structured programs and wrap around support addressing uncertainty, fear, isolation and financial limitations for families in the fight of their life. We provide heart healthy meals, holiday gifts for in patient families, and assist with financial needs and short term housing so patients are eligible for care.



## THE COMMUNITY WE PROUDLY SERVE:

We currently serve patients in eight hospitals in three cities, including...  
Vanderbilt University Medical Center  
Monroe Carell Children's Hospital  
Tristar Centennial Medical Center  
Ascension Saint Thomas Hospital



## OUR IMPACT:

Since our inception in 2016, we've assisted 1,500+ individuals, provided over 3,000+ nights of stay, provided 1,200+ heart healthy meals and prevented 225+ families from facing the impossible choice between homelessness or hospice.

## DINNER IN THE VINES:

Our eighth annual Dinner in the Vines fundraising event will take place on **Saturday, May 31st, 2025**. The evening includes a multi-course Italian meal in a stunning atmosphere, an open wine bar, a tremendous silent auction, ample photo opportunities, and an exciting Daou Wine Tasting upgrade option. Tickets are \$200 each with a \$50 upgrade for Daou wine tasting, Early Bird tickets are \$175 with a \$50 upgrade for Daou wine tasting.



## OUR VENUE:

Beretta Vineyard is a private vineyard located at the Beretta home. It consists of 310 grape vines in three varieties; Chambourcin, Corot Noir and Chelois. The Foundation's namesake, Joe, planted the vines shortly before his passing.

## OUR ATTENDEES:

Dinner in the Vines is an exclusive event with limited tickets available. This year we'll offer 350 tickets because of increased demand. Due to ticket pricing acting as a qualifier, our average attendee has a medium to high level of disposable income.

# SPONSORSHIP OPPORTUNITIES

	TITLE	GOLD	SILVER	BRONZE
Event naming rights	★			
Inclusion of business name on all marketing materials	★			
Opportunity for designated representative to speak during the event program	★			
Visual Representation during the event program	★	★		
Inclusion in widely distributed press release	★	★		
Recognition during digital marketing	★	★	★	
Social Media Highlight across all JBHF channels	★	★	★	★
Verbal Recognition during the event program	★	★	★	★
Receive a 6 person team building event at the Beretta Vineyard. Exclusive Wine blending	★			
# of Complimentary Tickets provided includes wine tasting upgrade for Title, Gold & Silver	10 (\$2,500)	6 (\$1,500)	4 (\$1,000)	2 (\$400)
Event photos for promotional use	★	★	★	★
For your gift of	\$12,000	\$6,000	\$3,000	\$1,000

For more information please contact Program Director Marla Cochran at 615-840-3801 or [Events@JBHeart.org](mailto:Events@JBHeart.org)

Learn More At: [www.JBHeart.org](http://www.JBHeart.org)



@IHeartJBHF

# TITLE SPONSOR BENEFITS

## **Event Naming Rights:**

In recognition of your generous partnership, we're thrilled to include your business name as part of the official event logo (as demonstrated in the mock up below).

## **Visual Representation:**

The event logo noting your title sponsorship will be utilized throughout the promotion of the event and at the event itself. Additionally, it will appear on all event signage and printed materials. At the completion of the event, we'll provide professional event photos for promotional use.



Presented by  
YOUR BUSINESS NAME HERE

## **Marketing Campaign Recognition:**

As presenting sponsor, your name and logo will be extensively noted throughout our marketing campaign, including a spotlight on our website, highlights across our social media channels, inclusion in a widely distributed press release, recognition through our newsletter and direct mail campaigns and much more.

## **Event Recognition:**

In addition to verbal recognition throughout the event, we'll provide an opportunity for your designated representative to speak during our program.

## **Complimentary Tickets:**

We're thrilled to offer ten complimentary tickets for your team to enjoy and/or distribute, a \$2,500 value. Each attendee will receive premium seating at the event as well as access to our upgraded wine tasting, featuring premium Daou wines.

## **Team Building Wine Blending Class for 6:**

Bring a team of 6 to the Beretta Vineyard for an exclusive Team Building event that will include blending your very own wine blend.

## **Other:**

Other promotional opportunities are open based on your suggestion. Please contact us with additional ideas for recognition.

**For your gift of: \$12,000**

**\*\*Full Visual Representation & Marketing Recognition not guaranteed after March 30, 2025\*\***

For more information please contact Program Director Marla Cochran at 615-840-3801 or [Events@JBHeart.org](mailto:Events@JBHeart.org)

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# GOLD SPONSOR BENEFITS

## Visual Representation:

- Your logo and recognition of your sponsorship level will appear in signage displayed at the event
- Your logo and recognition of your sponsorship level will appear in the program distributed to all guests.
- At the completion of the event, we'll provide professional event photos for promotional use.

## Marketing Campaign Recognition:

Your name and logo will be noted throughout our marketing campaign, including...

- A spotlight on our website
- Highlights across our social media channels
- Inclusion in widely distributed press release
- Recognition in our newsletter, and more.

## Event Recognition:

Your company will receive verbal recognition throughout the event and during special remarks.

## Complimentary Tickets:

We're thrilled to offer six complimentary tickets for your team to enjoy and/or distribute, a \$1,500 value. Each attendee will receive premium seating at the event as well as access to our upgraded wine tasting, featuring premium Daou wines.

## Other:

Other promotional opportunities are open based on your suggestion. Please contact us with additional ideas for recognition.

**For your gift of: \$6,000**

**\*\*Full Visual Representation & Marketing Recognition not guaranteed after March 30, 2025\*\***

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# SILVER SPONSOR BENEFITS

## **Visual Representation:**

- Your logo and recognition of your sponsorship level will appear in the program distributed to all guests.
- At the completion of the event, we'll provide professional event photos for promotional use.

## **Marketing Campaign Recognition:**

Your name and logo will be noted throughout our marketing campaign, including...

- Highlights across our social media channels
- Recognition in our newsletter, and more.

## **Event Recognition:**

Your company will receive verbal recognition throughout the event and during special remarks.

## **Complimentary Tickets:**

We're thrilled to offer four complimentary tickets for your team to enjoy and/or distribute, a \$1,000 value. Each attendee will receive premium seating at the event as well as access to our upgraded wine tasting, featuring premium Daou wines..

## **Other:**

Other promotional opportunities are open based on your suggestion. Please contact us with additional ideas for recognition.

**For your gift of: \$3,000**

**\*\*Full Visual Representation & Marketing Recognition not guaranteed after March 30, 2025\*\***

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# BRONZE SPONSOR BENEFITS

## **Visual Representation:**

- Your logo and recognition of your sponsorship level will appear in the program distributed to all guests.
- At the completion of the event, we'll provide professional event photos for promotional use.

## **Marketing Campaign Recognition:**

Your name and logo will be noted throughout our marketing campaign, including...

- Recognition across our social media channels
- Recognition in our newsletter, and more.

## **Event Recognition:**

Your company will receive verbal recognition throughout the event and during special remarks.

## **Complimentary Tickets:**

We're thrilled to offer two complimentary tickets for your team to enjoy and/or distribute, a \$400 value. Each attendee will receive premium seating at the event. You also have the opportunity to purchase exclusive invite only wine tasting upgrade tickets.

## **Other:**

Other promotional opportunities are open based on your suggestion. Please contact us with additional ideas for recognition.

**For your gift of: \$1,000**

**\*\*Full Visual Representation & Marketing Recognition not guaranteed after March 30, 2025\*\***

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# SPONSOR AGREEMENT

Thank You for partnering with us!

Joe Beretta Heart Foundation is a 501(c)(3), non-profit

For your convenience, a tax receipt will be mailed after your donation is received.

Donor Name:

Sponsorship authorized by:

Sponsorship Level:

- \$12,000 Title Sponsor       \$6,000 Gold Sponsor  
 \$3,000 Silver Sponsor       \$1,000 Bronze Sponsor

Method of Payment:     Cash     Credit     Check

Point of Contact for Follow-up:

Name:

Email:

Address:

Phone:

I agree to partner financially with The Joe Beretta Heart Foundation, EIN: 81-3849103 at the sponsorship level stated above. I understand my payment, logo, and any other pertinent materials must be received by The Joe Beretta Heart Foundation **no later than 3/31/25**.

Signature

Date

Please return this form to your contact or send it directly to the Program Director, Marla Cochran, at [Events@JBHeart.org](mailto:Events@JBHeart.org) or P.O.Box 777 Mt. Juliet, TN 37121. Marla can be reached at 615-840-3801 to address any questions, comments, or concerns.

Learn More At: [www.JBHeart.org](http://www.JBHeart.org)

