



Heartstrings

FAMILY FUN CHALLENGE

MOUNTAIN SPORTS FESTIVAL
SUNDAY  MAY 25
1:00 PM-4:00 PM



Even with the Affordable Care Act, nearly 21% of Buncombe County residents remain uninsured. Many are too poor (fall below the Federal Poverty Level of \$11,670 for an individual) to qualify for the Affordable Care Act and without Medicaid expansion in North Carolina these individuals are more in need of programs such as WCMS's Project Access® than ever before.

WCMS's Project Access® provides more than 3,000 low income individuals with the health care they need. The groundbreaking program relies on the generosity of a network of 500 dedicated physicians who donate their time, resources and expertise without reimbursement, as well as the financial support of businesses and individuals in the community who ensure that Project Access® continues to operate. WCMSF is also a Certified Application Counselor organization and Project Access® now helps the uninsured who qualify sign up for affordable insurance in the Marketplace.

Every year WCMS holds its annual Heartstrings Event to help fund Project Access®. To celebrate its 12th year, Heartstrings is turning up the fun with a Family Fun Challenge on Sunday, May 25 at Asheville's popular Mountain Sports Festival (MSF) at Carrier Park, www.mountainsportsfestival.com.

Family teams of two to six participants, ages 5 and older, will have the chance to try up to 10 different fun challenges like a noodle javelin throw, hula hoop competition and Frisbee Golf. Each time a family completes a challenge, they will receive a check on their challenge checklist. Once the challenge checklist is complete, the families will head to the finish line and receive a medal!

Project Access® will also be selling raffle tickets for an amazing Asheville "Stay-cation" package in the MSF kid's zone on Friday, May 23 and Saturday, May 24. With a minimum donation of \$5, the Heartstrings Family Friendly Challenge at MSF is a super fun and affordable way for families to spend Memorial Day Sunday and a wonderful opportunity for sponsors to reach a large audience of active families.

Most importantly, Heartstrings is a great way for the community to help Project Access® patients get the health care they need!

www.mywcms.org





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SPONSORSHIP OPPORTUNITIES

Presenting Sponsor \$2,500 (Limit 1)	Friend of Medicine/ Station Sponsor \$1,000	Society Advocate \$500	Benefits at a Glance
✓			Premier status in all sponsor recognition. Heartstrings Family Fun Challenge 'Presented by' followed by Company logo. Sponsor name will also be announced on the MSF stage as "Heartstrings Family Fun Challenge brought to you by sponsor name on Sunday, May 25 from 1 to 4pm." The announcement will be made 5 times during the weekend.
✓			Share WCMS Booth at Festival
✓	✓		Opportunity for company to host and manage a Challenge Station.
✓	✓		Opportunity for company to display and distribute promotional materials at Challenge Station.
✓	✓		Opportunity to place company materials in event goody bags.
Logo (LG)	Logo (MED)		Logo on Challenge Station Check Sheet.
Logo (LG)	Logo (MED)	Logo (SM)	Electronic Media Exposure including recognition in WCMS Vital Signs e-News, website event page and WCMS Facebook page.
Logo (LG)	Logo (MED)	Logo (SM)	Recognition on all event promotional materials.
✓	✓	✓	Recognition on Sponsor Page of WCMS website during calendar year. Includes logo, company bio and link to your website.

Please note: Sponsorships are not tax-deductible

For more information about Heartstrings sponsorships and how you can support Project Access®, please Contact: Julia Lockamy, 828-274-2267 x 315, julia@mywcms.org.