



**HOW HELPING
HEARTKIDS
CAN BOOST YOUR SALES
THIS FEBRUARY**



CHILDHOOD ONSET HEART DISEASE (CoHD)

8

8 babies born every day, in Australia, with a congenital heart defect.

4

4 lives are lost to CoHD every week.

80,000

80,000 Australians living with CoHD

Heartkids are the only Australian charity dedicated to raising funds for those living with the lifelong impacts of CoHD.

Our Purpose: A lasting impact for CoHD community

Our Mission: A Fighting chance at a full life!



INTERNATIONAL CONGENITAL HEART DISEASE AWARENESS DAY



PARTNER WITH SHOP SWEETHEARTS

HeartKids will provide our partners the opportunity to be recognised as an Aussie Sweetheart organisation through their active participation in our **Shop Sweethearts** annual campaign.

BE A
SWEETHEART
FOR A
HEART KID



CAMPAIGN TIMING

From January to March, with a Valentines emphasis throughout February, HeartKids' will widely promote and advertise its new **Shop Sweethearts** campaign.

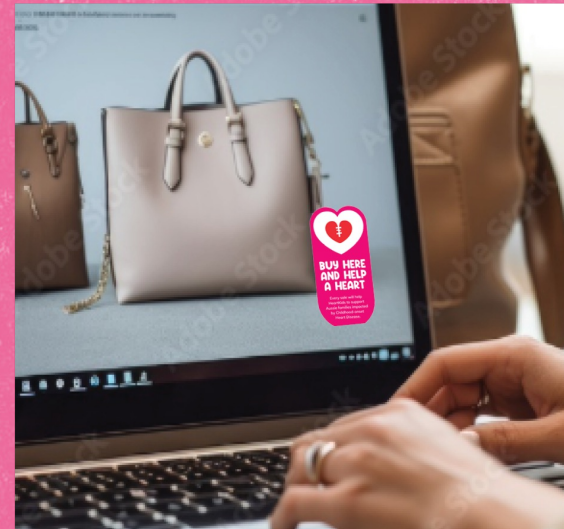
We will encourage our campaign audiences to purchase our partner's products and services listed on the **Shop Sweethearts** website. We will reinforce the commitment of our partners in helping us to raise much-needed funds to help Aussie heart kids.



PROUDLY USE OUR SHOP SWEETHEARTS ASSETS

Select your **Shop Sweethearts** assets to place on your website, products, shop window, reception area, shopping cart, social media, notice board or other.

There are a range of designs to choose from. These assets alert customers that their purchases will also result in a charitable contribution to HeartKids.



CHOOSE FROM A RANGE OF SHOP SWEETHEARTS ASSETS



**PUT SOME
HEART IN
YOUR CART**

Every sale will help
HeartKids to support
Aussie families impacted
by Childhood-onset
Heart Disease.



**BUY HERE
AND HELP
A HEART**

Every sale will help
HeartKids to support
Aussie families impacted
by Childhood-onset
Heart Disease.



**SHOP
SWEET
HEARTS**

Every sale will help
HeartKids to support
Aussie families impacted
by Childhood-onset
Heart Disease.

Messages can be tailored to suit your individual needs.

**SHARE
THE LOVE
WITH A
HEART KID.**

\$21
to support a heart kid
in hospital for
a week.

SHOP SWEETHEARTS

HeartKids is the only national not-for-profit dedicated to supporting kids and families affected by Childhood-onset Heart Disease - one of the leading causes of infant death. Congenital Heart Defect Awareness Day is on the 14th of February, so this Valentine's season, share the love by donating and shopping our Sweetheart partner products all month to raise funds for heart kids.



HOW IT WORKS

Step 1: Register

Once you have registered as a **Shop Sweethearts** partner you will receive your campaign assets for promotion.

Step 2: Supply your logo

When we receive your logo, we will include your brand on our Shop Sweethearts website hyperlinked to your website page featuring the campaigns assets.

Step 3: Welcome

Then we'll drive new customers and sales to your destination via our **Shop Sweethearts** campaign website, targeted media, socials and national campaign promotions.

OUR SUPPORT

Last year we received over
\$42M in charity media and
promotional value
for this campaign.

Working with leading partners such as QMS,
Cartology, Oooh!, Val Morgan, SBS, Nova, ARN,
Nine, Seven and ARN.



PARTNER WITH US

- 1** Provide HeartKids with an % amount per sale. A Sweethearts Partnership includes a minimum campaign contribution fee of \$1,000 ex GST. A standard MOU will be issued for signing and an invoice will be provided at the end of the campaign.
- 2** Select your own charitable contribution amount. A tax receipt will be issued upon payment. A Sweethearts Partnership includes a minimum campaign contribution fee of \$1,000 ex GST.
- 3** Become an in-kind partner and donate your goods and services for HeartKids to resell to raise much-needed funds. A Sweethearts Partnership includes a minimum campaign contribution value of \$1,000 ex GST.



THE BENEFITS

- Aussie Sweetheart organisations profile status
- Brand recognition
- Strategic networking
- New web traffic driven to your designated web page
- Community awareness of your charitable contribution
- Campaign advertising and promotions
- Inclusion in our Sweethearts for HeartKids media release
- HeartKids Social media mentions
- Instore recognition of your charitable participation
- Inclusion in eDMs
- Staff participation in Morning Tea



HOW TO REGISTER

Simply register via the
Shop Sweethearts website enquiry page:

shopsweethearts.org.au/enquiry

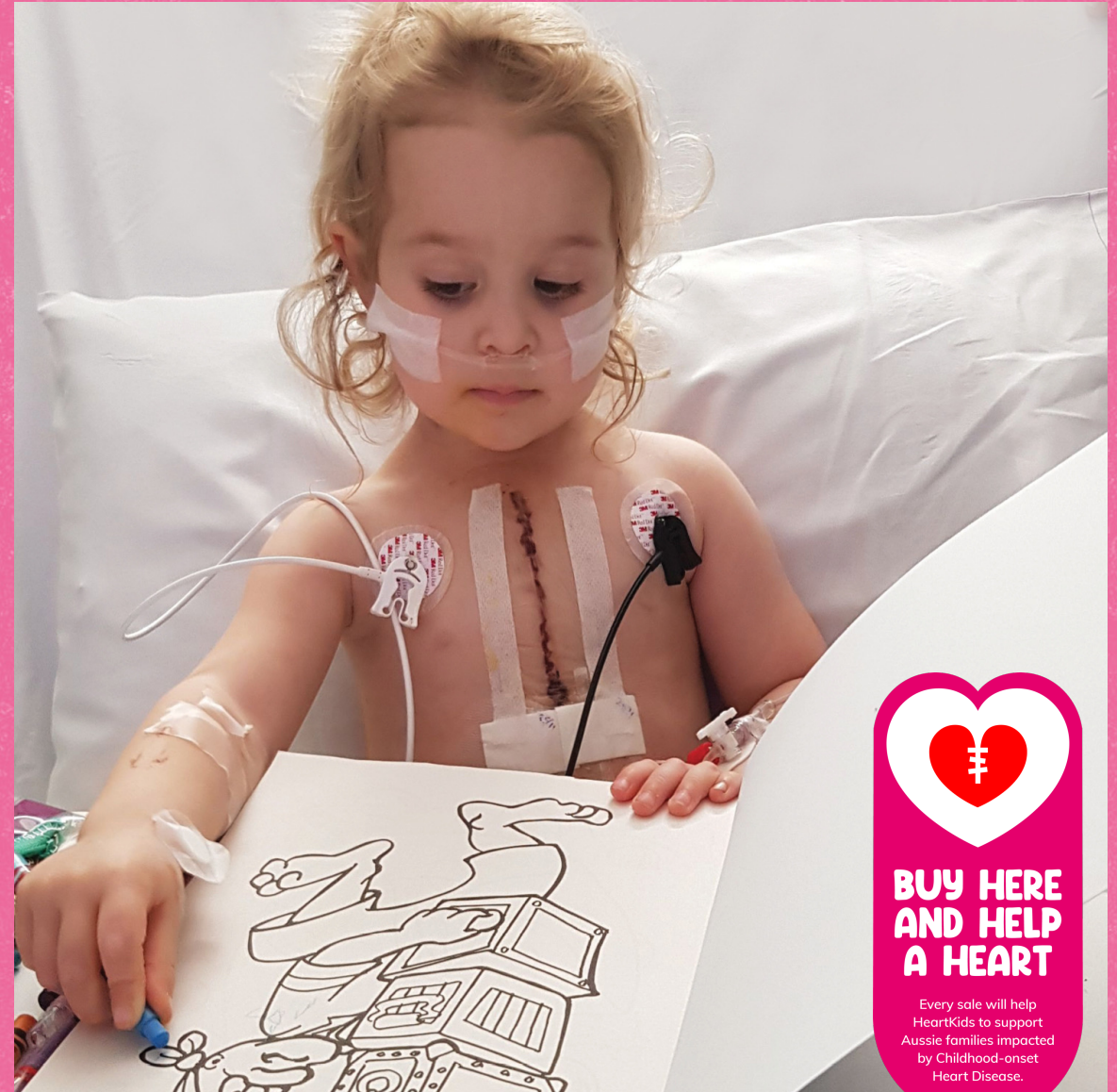
Or for more information contact:

Liam Maguire

National Corporate Partnerships Officer

giving@heartkids.org.au

Ph. 0477 680 851



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AND HELP
A HEART**

Every sale will help
HeartKids to support
Aussie families impacted
by Childhood-onset
Heart Disease.



THANK YOU FOR BEING AN AUSSIE SWEETHEART

We look forward to partnering with you.



