

WHAT IS NOLA?



In 2017, NOLA founder Lekesha Benson, lost her son Vari when he suffered a sudden cardiac death while playing a game of pickup basketball with friends. She was told that SCA was so rare that it was like lightning striking. Then, in 2019, lightning struck again when Vari's godmother, Chanda Bradley, also suffered a sudden cardiac arrest, which led to her death. Lekesha then set out on a quest to educate herself and others about Sudden Cardiac Arrest and its prevention. As her son and co-founder, Jacory, began a battery of costly tests to ensure he was cleared to continue to play D1 sports, he remarked that it shouldn't cost so much to ensure a mother wouldn't have to bury her child or that another kid didn't have to lose their brother. That is where "No Other Life Affected" and the Keep the Beat Project began. Together, Lekesha and Jacory created a comprehensive plan to bring awareness, provide education, provide prevention, and encourage appropriate, fast response for SCA.

KEEP THE BEAT PROJECT

Our Keep the Beat Project is designed to be a comprehensive approach to address Sudden Cardiac Arrest. We recognize the disparities in survival, as well, which is why our approach in addressing SCA is from a health equity lens. Our first goal is to improve awareness for this #1 cause of death of student athletes. Recognizing an SCA when it occurs, as well as understanding the warning signs and risks, is the first step to eradicating preventative SCA.

Our second approach is increasing access to preventative and responsive services. To do this, we offer low cost, preventative heart screenings, ECG's or EKG's, to children and young adults ages 12-24 yrs old. We work with school districts to provide CPR training for students and certifications for community members throughout South Carolina, Georgia, and North Carolina. In recognizing the resuscitation disparities, we have worked diligently to remove barriers for underrepresented by providing CPR training in Spanish and English, free hands on training, low cost certifications, and strategically partnering with stakeholders in rural, low income, and/or underserved communities to ensure that everyone has access to services that will prevent, treat, & improve survival outcomes for Sudden Cardiac Arrest.



KEEP THE BEAT GALA SPONSORSHIP LEVELS

HEARTBEAT - TITLE SPONSOR - \$8,000

- VIP Table with 8 Seats & Exclusive VIP Reception
- Prominent listing in all Gala advertising & press releases
- “Social Media Shout Out” leading up to the Gala
- Company logo on the NOLA website for one year & mention in our quarterly newsletter
- Recognition as the Dinner Sponsor for the Event
- Full-page ad in Gala program, plus logo featured on the step & repeat banner
- Recognition during the Award Ceremony
- Exhibit table at the Gala

HEART OF GOLD - \$3,000

- VIP Table with 8 Seats & Exclusive VIP Reception
- Prominent listing in all Gala event advertising
- “Social Media Shout Out” leading up to the Gala
- Company logo on the NOLA website for one year
- Recognition during the Award Ceremony
- Half-page ad in Gala program
- Exhibit table at the Gala

FULL HEART - \$1,500

- VIP Table with 8 Seats & Exclusive VIP Reception
- “Social Media Shout Out” leading up to the Gala
- Company logo on the NOLA website for one year
- Recognition during the Award Ceremony
- Quarter-page ad in Gala program
- Exhibit table at the Gala

HEART TO HEART - \$750

- VIP Table with 8 Seats & Exclusive VIP Reception
- “Social Media Shout Out” leading up to the Gala
- Company logo on the NOLA website for one year
- Quarter-page ad in Gala program

Become a Sponsor &
Keep the Beat Going

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