



128th BOSTON MARATHON®

Presented by Bank of America

Align your brand with the most trusted charity in the US — the American Red Cross. More than a global symbol of hope, the Red Cross represents strength, endurance and perseverance. These qualities are reflected in our 60 inspirational runners and 300+ dedicated volunteers who make the Boston Marathon what it is, the world's best.

The 128th Boston Marathon presented by Bank of America offers a unique opportunity to partner your brand with ours. 60 runners are expected to fundraise for the right to wear a Team Red Cross bib on race day; more than 300 additional Red Cross volunteers will staff health tents along the 26.2-mile course, and Red Cross disaster responders will be prepositioned throughout the city, ready to respond to home fires or other emergencies without disruption from road closures.



**OFFICIAL
CHARITY**



**American
Red Cross**

TEAM RED CROSS

BOSTON, MASSACHUSETTS 2024



Team Red Cross sponsors enjoy the following benefits:

- Alignment with a trusted BAA charity team and international mission
- Brand exposure to 30,000 runners and spectators
- Volunteer opportunities for employees to support Team Red Cross, our 60 runners and Crew Red Cross, our 300+ support volunteers
- Recognition of top sponsors through Red Cross-owned channels

For more than 30 years, Red Cross has supplied the volunteers who have staffed the medical tents throughout the course. These licensed doctors, nurses and mental health professionals provide unparalleled care to the runners and spectators along the route. What's more, since 2012, a team of 60 elite runners have carried our symbol of hope across the 26.2-mile course from Hopkinton to Boston. No other charitable symbol in the world is more recognized than ours. Aligning your brand with the Red Cross will drive business, reinforce community presence, instill trust and open opportunities for employees to become engaged in a lifesaving mission.

Support from Team Red Cross sponsors enables the American Red Cross of Massachusetts to help where the need is greatest. In 2022 in the Commonwealth, Red Cross staff and volunteers assisted families in need every 8 hours. We helped more than 4,300 people recover from home fires, taught more than 75,000 people life-savings skills such as CPR and first aid; collected 132,600 units of blood, saving an estimated 397,000 lives; distributed nearly a half million pounds of food to the hungry; and kept families safe through home and school safety education.

This is inspiration. Join our winning team, today!

Sponsorship Levels and Benefits	Bronze Sponsor \$10,000	Silver Sponsor \$25,000	Gold Sponsor \$50,000
Leadership and Employee Engagement			
Invitations for employees to attend the Team Red Cross Pre-Marathon Brunch		1 invitation	2 invitations
Invitation for company representative to attend a monthly runner call		Included	Included
Invitations for employees to assemble marathon medical kits	2 invitations	3 invitations	4 invitations
Opportunity to volunteer in a 'day of service' activity planned by the Red Cross (such as Home Fire Campaign or Boston Food Pantry)		1 opportunity	2 opportunities
Marketing			
Recognition on Facebook	1 dedicated post	3 dedicated posts	3 dedicated posts
Recognition on LinkedIn			3 dedicated posts
Press release announcing sponsorships of Team Red Cross for 2024	Name	Small logo	Medium logo
Acknowledgement on one additional TRC press release prior to the event		Small logo	Medium logo or quote from company representative
Use of Red Cross marks & logos for donor's communication and marketing		Included	Included
Recognition Pre, During, and Post Event			
Recognition on Team Red Cross website and printed materials	Name	Small logo	Medium logo
Recognition on the Team Red Cross 2024 Race Day Jersey		Small logo	Medium logo
Opportunity to provide branded wearables for runner gift bags	Unlimited	Unlimited	Unlimited
Verbal mention in Brunch and/or Marathon Day speaking program		1	2