



**American
Red Cross**

Utah Heroes Recognition Event

Celebrating the Hero Within

2019 Sponsorship Opportunities

Little America Hotel
Salt Lake City, Utah

Thursday, April 25, 2019
11:30 a.m. to 1:30 p.m.

For more information, please contact Margie Woodruff
at 435.668.2210 or margie.woodruff@redcross.org





Honoring Everyday People Who Perform Extraordinary Acts

2019 Hero Award Categories

Lifetime Achievement: An individual who has made an impact providing humanitarian services for more than 20 years.

Animal Rescue: An animal that saved a life of a human, an ordinary citizen who used lifesaving skills to save the life of an animal(s) or an individual involved in the care or training of animals.

Community Service: An individual who supports a specific need to the community through their personal efforts to help others.

Educator: An educator who used life-saving training or took heroic actions to save the life of another or an individual or individuals that created a new program, provided courses that have had an impact for many years, or did something special to educate others in safety or preparedness.

Family: A family member who did something significant to help a fellow family member or impacted families in the community.

First Responder: First Responders that went above and beyond the job expectations in a significant way.

Firefighter—A professional or volunteer firefighter or dispatch operator whose lifesaving action went above and beyond the call of duty.

Law Enforcement—A law enforcement agent whose lifesaving action went above and beyond the call of duty.

Gift of Life: Someone who created awareness of the importance of blood donations in the community by donating blood personally, inspiring others to give or has been part of scientific advancements to the biomedical community.

Global Citizenship: An individual, group or company who has volunteered or worked to meet the needs of the world's potentially vulnerable populations by building safer, more resilient communities and providing needed relief.

Good Samaritan: An adult who uses their knowledge in prevention, preparedness, safety, or identifies a specific community need to help others, save a life, prevent an injury, or respond to an emergency.

Military: An off-duty military person or a military family member who exhibited significant personal efforts to help others.

Preparedness: Organizations or individuals that have provided a safer environment through safety training and preparedness in the workplace, at home, or in the community at large.

Youth or Young Adult Good Samaritan: A youth or young adult who uses their knowledge in prevention, preparedness, safety, or identifies a specific community need to help others, save a life, prevent an injury, or respond to an emergency.



Sponsorship Opportunities



Presenting Sponsor | \$25,000

(Only one available)

Marketing Benefits

- Official presenting sponsor of the 2019 Heroes Event
- Customized tactic and media announcement featuring your company as the Presenting Sponsor
- Company recognition and branding on all publicity, communication and collateral
- Opportunity for company executive to open the event and speak about support of the Red Cross
- Company executive to present a top Heroes Award on stage
- Logo on signage and slides projected on screen before and after event and name placed prominently on table
- Recognition benefits for two additional Red Cross events throughout the year
- Website banner and badge for company website and customized acknowledgment for display in company's building

Guest Benefits

- Provide company branded giveaways to event guests
- 2 Tables with 10 tickets each (20 tickets total)

Prestige Sponsor | \$15,000

Marketing Benefits

- Featured sponsor of the Heroes event and the reception before event
- Company recognition and branding on all publicity, communication and collateral—Top Tier logo placement
- Company executive to select Hero to present a Heroes Award on stage.
- Recognition benefits for one additional Red Cross event throughout the year
- Company name placed prominently on table
- Website banner and badge for company website
- Customized acknowledgment for display in company's building

Guest Benefits

- Provide company branded giveaways to event guests
- 1 Table with 10 tickets

Triumph Sponsor | \$10,000

Marketing Benefits

- Company recognition and branding on all publicity, communication and collateral with prominent logo placement
- Company executive to present an award to a Hero from one of top five Hero categories
- Company name placed prominently on table, plus signage and slides projected on screen before and after event
- Logo inclusion in all media releases
- Website banner and badge for company website
- Customized acknowledgment for display in company's building

Guest Benefits

- 1 Table with 10 tickets

Honor Sponsor | \$5,000

Marketing Benefits

- Logo inclusion in all media releases
- Company executive to present a Heroes Award on stage
- Signage and slides projected on screen before and after event
- Company name placed prominently on table

Guest Benefits

- 1 Table with 10 tickets

Victory Sponsor | \$2,500

Marketing Benefits

- Signage and slides projected on screen before and after event
- Company name placed prominently on table

Guest Benefits

- 5 tickets at table of 10

Table Sponsor | \$1,250

Marketing Benefits

- Shared table signage with one other Table Sponsor
- Logo projected on screen before and after event

Guest Benefits

- 2 tickets at table of 10

Proceeds from the Everyday Heroes Awards will help deliver relief and recovery services to Utah families affected by home fires. All American Red Cross disaster assistance is free, made possible by the voluntary donations of time and money from the American people.



**American
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2019 Sponsor Commitment Form

Yes, I would like to join the American Red Cross in honoring local heroes at the Everyday Heroes Awards.

Please accept my gift of:

- | | |
|--|--|
| <input type="checkbox"/> \$25,000 Presenting Sponsor | <input type="checkbox"/> \$5,000 Honor Sponsor |
| <input type="checkbox"/> \$15,000 Prestige Sponsor | <input type="checkbox"/> \$2,500 Victory Sponsor |
| <input type="checkbox"/> \$10,000 Triumph Sponsor | <input type="checkbox"/> \$1,250 Table Sponsor |

Please complete contact information

Company _____

Main contact _____

Address _____

Phone _____ Email _____

Your sponsorship is tax deductible. The American Red Cross is a tax-exempt, non-profit organization as described in section 501(c) (3) of the IRS Code.

Payment ☐ Check ☐ Credit Card

Credit Card Information

☐ Visa ☐ Discover ☐ MasterCard ☐ AmEx

Card Number _____ Exp. Date _____ Security Code _____

Signature _____

Email to:

margie.woodruff@redcross.org

Mail to:

Everyday Heroes Awards
American Red Cross
6616 South 900 East
Salt Lake City, UT 84121

For additional information or questions, please call Margie Woodruff at 435.668.2210.