



American Red Cross
Serving Oklahoma

Heroes Breakfast 2019

HONORING THE HEROES WHO WALK AMONG US



Level and Associated Recognition*	Presenting Sponsor	Paddle Raise Sponsor*	Hero Award Sponsor	Table Sponsor	Event Sponsor
Sponsorship Level	\$30,000	Up to \$20,000	\$10,000	\$5,000	\$2,500
Co-branding & Recognition					
Nomination Outreach Campaign	Yes	Yes	Yes	No	No
Logo on all Heroes Breakfast marketing materials including inside of event invitation, cover of program book and signage	Yes	Yes	Yes	Name on event invitation	No
Company logo projected in the ballroom throughout the event	Yes	Yes	No	No	No
Recognition on all Heroes Breakfast tables	Yes	No	No	No	No
Program book advertisement	Full page	Full page	Full page	1/2 page	1/4 page
Corporate name alignment each time the Paddle Raise is mentioned at the event and company logo printed on each paddle	No	Yes	No	No	No
Alignment with a specific Hero Award, including logo placement on stage screens during award presentation	No	No	Yes	No	No
Online Presence	Yes	Yes	Yes	Yes	No
Media	Yes	Yes	Yes	No	No
Meet the Heroes Reception—Tickets	4	3	2	2	2
Heroes Breakfast	3 tables	2 tables	2 tables	1 table	1/2 table
Stage Presence	Yes	Yes	On stage for award presentation	No	No

***Recognition descriptions provided below:**

Nomination Outreach Campaign will include company logo on all postcard mailings, email campaigns, any ads promoting Hero nominations and on web button providing access to online nomination form. **Online Presence** includes sponsorship recognition on chapter homepage, logo placement on Heroes Breakfast web page, inclusion in Heroes Breakfast social media strategy and thank you recognition tweets. **Media** includes corporate mention in media outreach and press releases. **Tables** include 8 seats. **Stage Presence** includes verbal recognition of sponsorship at events. **Paddle Raise** is a day of event fundraising effort. The Paddle Raise Sponsor guarantees a minimum donation of \$10,000 and also agrees to match day of giving up to total donation of \$20,000.



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Award Descriptions

First Responder Award: The First Responder Award is presented to a professional first responder (police, law enforcement, fire, EMSA—active or retired) who exhibited heroism in response to an emergency, who provided life-saving assistance to a person in need during a time of crisis, who acted above and beyond the call of duty or one who exhibits heroism through an ongoing commitment to the community.

Military Award: The Military Award is presented to an active duty, reserve, national guard, Reserve Officer Training Corps (ROTC), or veteran member of the Armed Forces, or military supporter, who acted above and beyond the call of duty or have made an ongoing commitment to the community.

Youth Award: The Youth Award is presented to an outstanding individual who is 17-years-old or under and has performed an act of heroism involving an unusual, significant or unexpected incident, or is involved in an ongoing situation in which a commitment is made to the community through acts of kindness, courage or unselfishness in response to an identified need.

Healthcare Professional Award: The Healthcare Professional Award is presented to an individual who works in the healthcare profession (licensed, practicing or retired individuals in hospitals, clinics, labs, specialty or diagnostic centers) who exhibited heroism either in their response to an emergency or through an ongoing commitment to the community through acts of kindness, courage or unselfishness in response to an identified need.

Disaster Services Award: The Disaster Services Award is presented to an individual who has exhibited heroic efforts in any or all of the areas of disaster services, including preparedness, response or recovery during a natural disaster or emergency situation, or has made an ongoing commitment to a community that experienced a disaster in response to an identified need.

Community Impact Award: The Community Impact Award is presented to an individual who displays leadership and commitment to his or her community by making a positive, noticeable and significant impact on society.