

# Strategic Partner Program

Join us and make your company, your employees and our community safer every day.



**American Red Cross**  
in the National Capital Region

The Strategic Partner Program is an investment in the safety and preparedness of your company, your employees, their families and our community. We provide a corporate engagement activities customized to your needs. Align your company with one of the world's best brands to educate, engage and ultimately save lives.

## Corporate Engagement Activities:

- CPR/AED/First Aid Training\*
- Hands Only CPR
- Disaster Preparedness Planning
- Active Shooter Preparedness
- Fire Safety Canvassing
- Missing Maps
- Comfort Kits for Veterans
- Preparedness Kit Builds
- Resiliency/Reconnection Workshops
- Blood Drive
- Shelter/Mass Care Disaster Training

\*A total of 5 individuals can be trained in each of these programs per year unless giving at the Platinum level

## Brand Awareness

Align your company with one of the world's most recognizable, trusted and powerful brands.

- Social Media Announcement of Partnership
- Quote from NCR Leadership for Company's Use (non-endorsement purposes)
- Partnership Designation on News Releases
- Recognition of Company on NCR Website Year-round – name bolded, logo, logo with hyperlink
- Partner Window Clings for Business Exterior Door
- News Release Posting of Donor Company with Photo
- Access to NCR Logo upon Signed Agreement



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## Giving Circles



**American Red Cross**  
in the National Capital Region

### Platinum \$100,000+

- Option to choose **ten** Corporate Engagement Activities
- CPR/AED/First Aid Training for 20 employees
- **Unlimited** stewardship benefits
- Featured for one month in our donor spotlight
- Company logo on three Red Cross sedans for one year
- Red Cross subject matter expert available for one annual company event or communication on corporate website
- One seat on the National Capital Region Board of Directors
- 50% discount on A Salute to Service Sponsorship and a Red Tee Golf Tournament Sponsorship

### Gold \$50,000

- Option to choose **eight** Corporate Engagement Activities
- Five vouchers for a spot in any scheduled CPR/AED/First Aid Training class
- **Unlimited** stewardship benefits
- Featured for two weeks in our donor spotlight
- Company logo on three Red Cross sedans for three months
- Red Cross subject matter expert available for one annual company event or communication on corporate website
- One seat on the National Capital Region Board of Directors
- 25% discount on A Salute to Service Sponsorship and a Red Tee Golf Tournament Sponsorship

### Silver \$25,000

- Option to choose **six** Corporate Engagement Activities
- Two vouchers for a spot in any scheduled CPR/AED/First Aid Training class
- **Five** stewardship benefits
- Featured for one week in our donor spotlight
- Company logo on three Red Cross sedans for one month
- One seat on the National Capital Region Board of Directors
- 10% discount on A Salute to Service Sponsorship and a Red Tee Golf Tournament Sponsorship

*The American National Red Cross is registered as a 501(c)(3) non-profit organization.  
Contributions to the American National Red Cross are tax-deductible to the extent permitted by law.*