



Sponsorship Opportunities

Visibility & Event Benefits	\$5,000 Life Saver	\$2,500 Guardian	\$1,000 Protector	\$500 Advocate
Mission impact	Covers the cost of 1 blood drive for 30 donors	Provides 250 people with one hot meal during a disaster.	Provides blankets for 200 people affected by disaster.	Provides a full day of food and shelter for 10 people.
Promotional Materials & Online Visibility	Premier logo recognition; Online visibility includes custom social media post & listing in Press Release	Logo recognition; Online visibility includes custom social media post	Name recognition	Name recognition on select materials
Event Journal	Full page color ad* in event program (inside front or outside back)	Full page color ad*	1/2-page B&W ad	1/4-page B&W ad
Event Signage	Premier logo recognition Including day of PowerPoint	Logo recognition Including day of PowerPoint	Name recognition	Name recognition
Reserved Seats	8 Includes table signage	6	4	2
Real Hero Award Presentation Opportunity*	Yes, with additional opportunity to welcome guests to breakfast**	Yes**		
Banner Placement & Promotional Item Opportunity	Sponsor supplied banner with prominent placement at Breakfast & opportunity to provide promotional item to guests Inclusion in upcoming electronic CrossNotes distributed to 16,000 people	Sponsor supplied banner placement at Breakfast		

Additional Opportunities

Place an Ad: Show your support for the life-saving heroes honored at the event by placing an ad in the event journal.

Ad sizes/prices:

- Full Page Ad (5x8): \$200
- 1/2 Page Ad (5x4): \$100
- 1/4 Page Ad (2.5x4): \$50

*Limited to first 3 commitments, any additional commitments will receive a full page B&W ad

**Limited to 5 awards



*Real Heroes
Breakfast*
October 30, 2018

2018 Real Heroes Breakfast Sponsorship Opportunities

Sponsorship Agreement

Commitment: \$ _____

This partnership package has been prepared to demonstrate the opportunities and benefits available to your organization as a corporate sponsor for the 2018 Real Heroes Breakfast.

By signing below on behalf of your company, you agree to serve as a corporate sponsor of the American Red Cross of Northeastern New York, in support of the Real Heroes Breakfast to be held on October 30, 2018. We ask that you please fulfill the financial commitment of this partnership on or before October 26, 2018.

On behalf of _____, I understand the commitment and the benefits outlined in this package, and I agree to a 2018 Real Heroes Breakfast Corporate Sponsorship.

Company Name (as it should appear on marketing materials): _____

Name of Corporate Representative: _____ Title: _____

Phone Number: _____ Email Address: _____

Contact Name for Obtaining Graphics, Advertisements, Etc.: _____

Phone Number: _____ Email Address: _____

☐ Send Invoice

☐ A check for payment is enclosed (payable to the American Red Cross)

Please Charge My: ☐ Mastercard ☐ Visa ☐ AMEX ☐ Discover

Card Number: _____ Exp. Date: _____

Name as it Appears on Card: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Authorized Signature: _____