



# **BOOT SCOOT BOOGIE**

## **SPONSOR INFORMATION**

**February 5, 2022**



**American Red Cross of East Central Georgia (Augusta)**

1322 Ellis Street, Augusta, GA 30901 (706) 724-8481 [www.redcross.org/augusta](http://www.redcross.org/augusta)



## Your American Red Cross

As the nation's largest, independent, nonprofit humanitarian organization, the American Red Cross helps people prevent, prepare for and respond to all types of emergencies. No other entity provides our depth of services to communities in the United States and around the world. For over 103 years, the Augusta chapter has provided life-saving services throughout the Augusta area.

Last year in our community, the Augusta chapter responded to over 250 local disasters, installed over 600 smoke alarms, and provided over 20,000 programs and services to local military members, veterans, and their families.

## The American Red Cross Brand

Nation-wide, corporations have partnered with the American Red Cross to garner increased visibility and secure a respected reputation among their employees and the communities they serve. The American Red Cross continues to achieve the highest ranks in brand value among national non-profits, differentiating us from the competition.

- ◆ The American Red Cross consistently ranks in the **top five of nonprofit power brands** and overall brand image.<sup>1</sup>
- ◆ Eighty-three percent of Americans rate the Red Cross as **valuable or very valuable** to the quality of life in their community.<sup>3</sup>
- ◆ One in three Americans wants to be a part of the American Red Cross.<sup>1</sup>
- ◆ The American Red Cross has the highest number of associations among other non-profits as an organization that **helps save lives**.
- ◆ Unaided, the American Red Cross was named as America's **most popular source for disaster preparedness information**. Fifty-five percent named the Red Cross, versus 10 percent for the next highest organization which was fire departments.<sup>1</sup>

## Partnership Benefits

Community-wide, corporations have partnered with the Augusta Red Cross to garner increased visibility and secure a respected reputation among their employees and the communities they serve.

## A partnership with the Augusta Red Cross can add substantial value to your brand by

enhancing your brand equity, increasing sales, differentiating your product in a cluttered environment and strengthening your relationship among your customers, clients and employees, all while contributing to a good cause. Additional added value includes:

- ◆ Increased visibility
- ◆ Enhanced corporate citizenship
- ◆ Increased sales
- ◆ Market differentiation
- ◆ Community presence and expanded outreach to target markets
- ◆ Increased loyalty among employees
- ◆ Optional alignment with key market segments including first responders, military and the healthcare community

<sup>1</sup> June 2009 Cone report on America's leading 100 Nonprofit Brands.

<sup>2</sup> Telephone survey, Nov. 12-15, 2009 by CARAVAN Opinion Research Corporation.

<sup>3</sup> Telephone 3 survey, Nov. 12-15, 2009 by CARAVAN Opinion Research Corporation.

<sup>4</sup> Harris Interactive Emergency Preparedness Survey, 2009.



## 27<sup>TH</sup> ANNUAL BOOT SCOOT BOOGIE

**Boot Scoot Boogie** is the Augusta area Red Cross's biggest fundraiser - generating OVER \$130,000 last year to Red Cross emergency and disaster services throughout the CSRA. After 26 years, Boot Scoot Boogie continues to be one of the most popular events in town with over 500 attendees coming back year after year.

**The 27th Annual Boot Scoot Boogie Bash will be held Saturday evening, February 5, 2022, at the Columbia County Exhibition Center.**

We hope you will support the Augusta Red Cross by purchasing one of the four levels of sponsorships to attend the **27th Annual Boot Scoot Boogie**. All sponsorships include dinner, drinks, dessert, silent/live auction and live entertainment at the event. We've included a Boot Scoot Boogie sponsorship form to return by mail or email to [patti.leopard@redcross.org](mailto:patti.leopard@redcross.org).

In the meantime, please let us know if you have questions.

See you at the Boot Scoot Boogie!

*Blair Marvin, Chair, Boot Scoot Boogie*

*Kevin Glass, Co-Chair, Boot Scoot Boogie*





### **Boot Scoot Boogie Sponsorship Form**

To RSVP, please complete this form and fax, email, or mail:

American Red Cross

Attention: Patti Leopard

1322 Ellis Street, Augusta, GA 30901

Phone: 706-922-8490 / Fax: 706-364-7160 / Email: [patti.leopard@redcross.org](mailto:patti.leopard@redcross.org)

Company Contact \_\_\_\_\_

Company Name \_\_\_\_\_

Company Address \_\_\_\_\_

Phone Number \_\_\_\_\_ Email Address \_\_\_\_\_

☐ **PLATINUM Supporter \$10,000**

Three tables of 10; business name mention on Kicks99 and WJBF; logo placement within silent auction online site; logo placement on social media event site; logo placement on event program; logo placement on event ads; logo on event program; logo on digital signage at event; tables with business signage; sponsor thank you during program by event hosts

☐ **GOLD Supporter \$5,000**

Two tables of 10; logo placement within silent auction online site; logo placement on social media event site; logo on event ads; logo on event program; logo on digital signage at event; tables with business signage; sponsor thank you during program by event hosts

☐ **SILVER Supporter \$2,500**

Two tables of 10; logo on digital signage at event; logo on event program; tables with business signage

☐ **BRONZE Supporter \$1,200**

One table of 10 with business signage

☐ Check Enclosed

☐ Pay by Credit Card

☐ Please Send Invoice

Credit Card Type \_\_\_\_\_ Expiration Date \_\_\_\_\_

Credit Card Number \_\_\_\_\_ Security Code \_\_\_\_\_

☐ Company logo artwork will be emailed to [susan.everitt@redcross.org](mailto:susan.everitt@redcross.org) by January 2, 2022.