



BOOT SCOOT BOOGIE 2023 SPONSORSHIP INFORMATION



American Red Cross
Augusta Area

American Red Cross of East Central Georgia (Augusta)

1322 Ellis Street, Augusta, GA 30901 (706) 724-8481 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 105 years, the Augusta chapter has provided life-saving services throughout the Augusta area.

New this year at Boot Scoot Boogie, we will be designating funds to our local Services to the Armed Forces and will highlight our strong support for our military with mission moments, special guests, décor, and dress code options. More to come on these exciting new features!

The critical dollars raised through Boot Scoot Boogie are used to support services and programs for families and individuals requesting emergency assistance in our 23-county service area. For example, last year we helped locally over 800 individuals get back on their feet after a fire, installed over 1,000 free smoke alarms to make our community safer, collected blood to help save over 1,500 lives, and we've assisted more than 2,000 individuals in the armed forces.

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.¹
- ◆ Eighty-three percent of Americans rate the Red Cross as **valuable or very valuable** to the quality of life in their community.³
- ◆ One in three Americans wants to be a part of the American Red Cross.¹
- ◆ 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.¹

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



28TH 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 27 years, Boot Scoot Boogie continues to be one of the most popular events in town with over 700 attendees coming back year after year.

This year the **28th Annual Boot Scoot Boogie Bash** will be held Saturday evening, February 4, 2023, at the Columbia County Exhibition Center. Funds from the event will support our local services to the armed forces and disaster response.

We hope you will support the Augusta area's Red Cross by purchasing one of the four levels of sponsorships to attend the **28th Annual Boot Scoot Boogie Bash**. 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 via mail or email it to patti.leopard@redcross.org.

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

See you at the Boot Scoot Boogie!

Nichole Spencer, Chair, Boot Scoot Boogie

Jim Thorpe, Co-Chair, Boot Scoot Boogie





Boot Scoot Boogie Sponsorship Form

To RSVP, please complete this form return to:

American Red Cross

Attention: Patti Leopard

1322 Ellis Street, Augusta, GA 30901

Phone: 706-922-8490 Email: 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 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 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 and company name in program

NEW THIS YEAR:

IN ADDITION TO OUR ABOVE SPONSORSHIP, PLEASE ADD A MILITARY MEMBER SUPPORTER \$500

Help offset the cost of the complimentary tables being provided to local members of our military. Your company name will be listed on the table signage and in the program.

I CANNOT ATTEND, BUT PLEASE ACCEPT THIS DONATION TO SUPPORT THE MISSION OF THE RED CROSS IN EAST CENTRAL GA IN THE AMOUNT OF \$ _____

Check Enclosed

Pay by Credit Card

Please Send Invoice

Credit Card Type _____ Expiration Date _____

Credit Card Number _____ Security Code _____