Celebrate the Hero Within!

2023 Red Cross Heroes Breakfast

September 26, 2023
First Baptist Church
3500 Walton Way Ext., Augusta GA

Sponsorship Opportunities

American Red Cross
Georgia
For 140 years, the American Red Cross has been helping neighbors down the street, across the country, and around the world. As the nation’s premier emergency preparedness and response organization, the Red Cross is there through every imaginable crisis—from heart attacks to hurricanes—helping people prevent, prepare for, and respond to emergencies. Along with our global Red Cross partners, we comprise the largest humanitarian network in the world.

The American Red Cross is proud to present the East Central Georgia Heroes Breakfast. This annual fundraising event honors ordinary people with extraordinary courage in the 23 counties in East Central Georgia served by our local Red Cross. We recognize local heroes who embody the spirit and mission of the Red Cross.

Our one-of-a-kind Heroes events are some of the best-known and most beloved Red Cross events in the country. There is not a dry eye as we celebrate incredible stories of strength, compassion, and heroism. These stories often remain untold until they are presented at our event, giving you the unique chance to discover never-before-heard stories and meet local heroes.

We hope you will join us as we celebrate the achievements of everyday heroes in our community and raise support for the Red Cross mission.

Sponsorship of the Heroes Breakfast will help ensure that we are able to respond to hundreds of home fires each year, provide help during wildfires and other local disasters, support our military service members and their families, provide safety and preparedness training for our community, collect lifesaving blood, and so much more.

In the last fiscal year, in East Central Georgia, your local Red Cross:

- Responded to over 350 local disasters and provided help for those affected
- Provided over 3,000 units of blood to military members, veterans, and their families
- Collected over 3,500 units of red blood cells at 148 blood drives
- Enrolled over 4,000 people in Red Cross health and safety courses
- Maintained a base of over 200 trained volunteers to support the Red Cross mission

Your Heroes sponsorship is tax-deductible to the extent permitted by law. The American National Red Cross is registered as a 501(c)(3) non-profit organization. The Red Cross’ tax identification number is 53-0196605.
Help Alleviate Human Suffering and Be Recognized

We invite you to make an investment in alleviating human suffering during life’s most urgent moments. To highlight your generosity, a robust benefits matrix is highlighted below for a variety of sponsorship levels:

<table>
<thead>
<tr>
<th>Sponsor Benefits</th>
<th>Presenting Sponsor $10,000</th>
<th>Major Sponsor $5,000</th>
<th>Hero Award Sponsor $2,500</th>
<th>Table Sponsor $1,000</th>
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</thead>
<tbody>
<tr>
<td><strong>SOLD OUT</strong></td>
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<tr>
<td><strong>Marketing Visibility</strong></td>
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<tr>
<td>Hero Award Alignment (Program description, invitation to present, winning slide and hero video)</td>
<td>First choice of Hero Award alignment</td>
<td>Priority choice of Hero Award alignment</td>
<td>Hero alignment based on first come basis</td>
<td></td>
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<tr>
<td>Event program recognition</td>
<td>2 full-page ads</td>
<td>1 full-page ad</td>
<td>1 full-page ad</td>
<td>Name</td>
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<tr>
<td>Recognition slide during event</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Name</td>
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<tr>
<td>Company leadership recognition</td>
<td>Opening Remarks</td>
<td>Hero Award Presentation</td>
<td>Hero Award Presentation</td>
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<tr>
<td><strong>Media &amp; Digital Promotion</strong></td>
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<tr>
<td>Corporate mention in Red Cross press releases</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Recognition on regional Red Cross social media channels</td>
<td>3 mentions</td>
<td>2 mentions</td>
<td>1 mention</td>
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<tr>
<td>Recognition on Heroes Awards web page</td>
<td>Logo</td>
<td>Logo</td>
<td>Name</td>
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<td><strong>Event Tickets</strong></td>
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<td>Complimentary event seating</td>
<td>2 tables</td>
<td>1 table</td>
<td>1 table</td>
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<td><strong>Leadership Engagement</strong></td>
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<td>Company representative invited to serve on the Heroes Selection Committee</td>
<td>✓</td>
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</tbody>
</table>
2023 Red Cross Heroes Breakfast

To maximize sponsorship benefits, please submit your sponsorship form as early as possible. Must also include your company or organization’s high-resolution logo and brand guidelines.

Yes, I/we would like to join the American Red Cross in honoring local heroes at the Heroes Breakfast.

☐ $10,000 Presenting Sponsor  ☐ $2,500 Hero Award Sponsor
☐ $5,000 Major Sponsor  ☐ $1,000 Table Sponsor

Contact Information

Name     Title

Company

Email     Phone

Address

City     State     Zip

Marketing Contact for Fulfillment of Sponsorship Benefits     Phone     Email

Payment Information

☐ Please send an invoice  ☐ Check (made payable to American Red Cross)
☐ Credit Card:  ☐ Visa  ☐ MC  ☐ AmEx  ☐ Discover

Name as it appears on card

Card Number

Expiration Date     Billing Zip Code

Authorized Signature

Please return form to:

American Red Cross | Attn: Patti Leopard | 1322 Ellis Street, Augusta GA 30901 | patti.leopard@redcross.org
Learn more about this year’s Heroes Breakfast.