

Celebrate the Hero Within!

*2024
Red Cross Heroes Breakfast*

September 10, 2024

**First Baptist Church
3500 Walton Way Ext.,
Augusta GA**

Sponsorship Opportunities



American Red Cross
Georgia



Your American Red Cross

For over 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.

About the Heroes Breakfast

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.

How Funds Raised Will Help Our Community

Sponsorship of the Heroes Breakfast will help ensure that we are able to respond locally 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 **260 local disasters** and provided help for those affected
- Provided over **2,300 services** to our local military members, veterans, and their families
- Collected over **2,800 units of red blood cells** at **148 blood drives**
- Enrolled over **4,300 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:

SOLD OUT

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



Local Impact of Your Sponsorship

Presenting Sponsor \$10,000 **SOLD OUT**

Covers the cost of a specialized trailer designed to provide functional needs support for five hundred people staying in shelters for 2 weeks. The trailer commonly includes privacy walls, infant and toddler support items, sensory therapy kits, towels, phone chargers, and first aid kits. The supplies provided are tailored to the community based on the specific effects of the disaster and the needs of those affected. The cost includes the cost of the supplies, transportation, and a staff member.

One hundred cleanup kits — including a sectional handle with mop, broom, squeegee and push broom heads, pail, scrub brush, sponge, disinfectant, detergent/degreaser, bleach, trash bags, gloves and dust mask — are also covered.

Major Sponsor \$5,000

Covers the cost of conducting a Red Cross Sound the Alarm event to make a local neighborhood safer from home fire. This event includes installing free smoke alarms, utilizing an emergency vehicle for the day, lunch for the volunteers at the event, and a fire safety package for the homes served. Average events install around two hundred alarms. Volunteer opportunities are available for company employees at the event.

Hero Award Sponsor \$2,500

Covers the cost to provide thirty local caregivers with peer-based support and services needed to help care for their service member or veteran living with wounds, illnesses and/or injuries. Providing our nation's military and veteran caregivers with peer support via our Military and Veteran Caregiver Network helps reduce the caregiver's isolation and increase their senses of connectedness, engagement, hopefulness, wellness, as well as their knowledge and skills.

Table Sponsor \$1,000

Covers the cost to deploy a Red Cross response vehicle and two volunteers to provide a family affected by disaster - including immediate financial assistance, follow up casework, and much needed personal toiletry items, blankets, and stuffed animals for the children. Red Cross Disaster Action Teams respond every day in our community to support families impacted by local disasters like home fires.



2024 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.](#)