

Celebrate the Hero Within!

# 2022

## Red Cross Heroes Breakfast

September 13, 2022

Sponsorship Opportunities



**American Red Cross**  
Georgia





## *Your American Red Cross*

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.

## *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 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 **3,200 emergency services** to military members, veterans and their families
- Collected over **3,500 units of red blood cells** at **865 blood drives**
- Enrolled over **4,000 people** in Red Cross health and safety courses
- Maintained a base of over **300 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:

Sponsor Benefits	Presenting Sponsor \$10,000	Major Sponsor \$5,000	Hero Award Sponsor \$2,500	Table Sponsor \$1,000
<b>Marketing Visibility</b>				
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	
<b>Media &amp; Digital Promotion</b>				
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
<b>Event Tickets</b>				
Complimentary event seating	2 tables	1 table	1 table	1 table
<b>Leadership Engagement</b>				
Company representative invited to serve on the Heroes Selection Committee	✓			



# 2022 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](mailto:patti.leopard@redcross.org)  
[Learn more about this year's Heroes Breakfast.](#)