

A wide-angle photograph of the Boston skyline at sunset. The city's skyscrapers are illuminated with warm lights, and their reflections are visible on the water. A few sailboats are scattered across the harbor in the foreground. The sky is a mix of soft orange and blue.

Honoring the Heroes Among Us

# 2024 HEROES BREAKFAST

Sponsorship Opportunities



**American Red Cross**  
Massachusetts

Thursday, April 4, 2024 | 8:00 - 9:30 AM

State Room: A Longwood Venue

60 State Street, 33rd Floor Boston, MA

# Honoring the Heroes Among Us

# 2024 HEROES BREAKFAST

## About the Boston Heroes Breakfast:

On Thursday, April 4th, 2024, the American Red Cross of Massachusetts will hold our exciting signature event in Boston. The Heroes Breakfast will honor everyday people who demonstrate extraordinary acts of courage and kindness. We want to honor those who embody the humanitarian spirit of our organization. This incredibly powerful event will raise critical funds for the lifesaving services of the American Red Cross in our community.

Heroes, nominated by their peers, will be chosen by an esteemed Heroes Council comprised of top community leaders. Awards will be given in the following categories:

Blood Services Hero

Climate Resilience Hero

Community Impact Hero

Emergency Professional Hero

Firefighter Hero

Good Samaritan Hero

Military Hero

Nursing Hero

Youth Hero

Gifts made by sponsors, donors, and attendees of the Boston Heroes Breakfast go **Where It's Needed Most**, which ensures that we can carry out our mission of preventing and alleviating human suffering, no matter where or when. 90 cents of every dollar we spend is invested in delivering care and comfort to people in need.

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## Heroes Breakfast Sponsor Opportunities:

We invite you to support the Boston Heroes Breakfast and align with the American Red Cross, the most trusted humanitarian organization in the world.

### Sponsor Benefits Include:

- Exposure to business, civic and elected officials at the event
  - Significant local media coverage and statewide social media exposure
  - In-person speaking opportunity for your organization's leadership
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## About the American Red Cross:

The American Red Cross shelters, feeds and provides emotional support to victims of disasters; supplies approximately 40 percent of the nation's blood; teaches skills that save lives; provides international humanitarian aid; and supports military members and their families. In Massachusetts, the Red Cross also runs one of the largest food pantries in the Northeast and touches thousands of lives annually. Come be part of our lifesaving mission.

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# 2024 HEROES BREAKFAST

## Heroes Breakfast Sponsorship Benefits

### Heritage Sponsor: \$200,000 **SOLD**

The Heritage Sponsor is offered the greatest number of seats, maximum recognition on marketing materials, and a speaking opportunity at the event.

One Heritage sponsorship is available, and receives:

- Two tables of 10 seats at the Heroes Breakfast
- Ten tickets to the VIP Reception on the morning of the event
- Verbal recognition during the event (6 mentions)
- Featured speaking opportunity during the event (3–5 minutes)
- Chairperson/CEO invited to serve as Leadership Council Chair
- Opportunity for Chairperson/CEO to host a kickoff reception for previous Hero awardees and other distinguished guests
- Recognition on all event marketing materials (save the date, invitation, website, pre-event reminder)
- Featured mention in Red Cross press release announcing the event
- Recognition on printed event program (2 mentions)
- Local social media visibility (6 mentions)
- Opportunity to screen a brief sponsor-produced corporate social responsibility video
- Recognition on all Heroes nomination materials (website, email campaign)
- Opportunity to volunteer in a “day of service” activity planned by the Red Cross (such as Home Fire Campaign, Boston Food Pantry, or Blood Drive)

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### Breakfast Match Champion Sponsor: \$50,000

The Breakfast Match Champion Sponsor helps amplify the generosity impact by matching in-person attendee contributions until \$50,000 is reached.

One Breakfast Match Champion sponsorship is available, and receives:

- One table of 10 seats at the Heroes Breakfast
- Five tickets to the VIP Reception on the morning of the event
- Verbal recognition during the event (6 mentions)
- Chairperson/CEO invited to serve as a member of the Leadership Council
- Opportunity for Chairperson/CEO to attend a kickoff reception with previous Hero awardees and other distinguished guests
- Recognition on event marketing materials (invitation, website, pre-event reminder)
- Inclusion in Red Cross press release announcing the event
- Recognition on printed event program (2 mentions)
- Local social media visibility (2 mentions)
- Opportunity to volunteer in a “day of service” activity planned by the Red Cross (such as Home Fire Campaign, Boston Food Pantry, or Blood Drive)

# Honoring the Heroes Among Us

# 2024 HEROES BREAKFAST

## Heroes Breakfast Sponsorship Benefits

### Hero Award Sponsor: \$25,000

Hero Award Sponsors are uniquely associated with one of the following nine Heroes—nominated and selected by members of their community for extraordinary acts of courage, kindness, and service—and are recognized at the Breakfast:

**Blood Services Hero**

**Emergency Professional Hero**

**Military Hero**

**Climate Resilience Hero**

**Firefighter Hero**

**Nursing Hero**

**Community Impact Hero**

**Good Samaritan Hero**

**Youth Hero**

Nine Hero Award sponsorships are available (one per category), and receive:

- Eight seats at the Heroes Breakfast
- Four tickets to the VIP Reception on the morning of the event
- Verbal recognition and logo placement on screens during the presentation of the applicable Hero Award category
- Chairperson/CEO invited to serve as a member of the Leadership Council
- Opportunity for Chairperson/CEO to attend a kickoff reception with previous Hero awardees and other distinguished guests
- Recognition on event marketing materials (invitation, website, pre-event materials)
- Recognition on printed event program (2 mentions)
- Local social media visibility (1 mention)

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### Diamond Sponsor: \$25,000

Diamond Sponsors receive a seat on the event's Leadership Council alongside other influential Boston business community members.

Diamond Sponsors receive:

- One table of 10 seats at the Heroes Breakfast
- Four tickets to the VIP Reception on the morning of the event
- Verbal recognition during the event (1 mention)
- Chairperson/CEO invited to serve as a member of the Leadership Council
- Opportunity for Chairperson/CEO to attend a kickoff reception with previous Hero awardees and other distinguished guests
- Recognition on event marketing materials (invitation, website)
- Recognition on printed event program (1 mention)
- Local social media visibility (1 mention)



Honoring the Heroes Among Us

# 2024 HEROES BREAKFAST

## Heroes Breakfast Sponsorship Benefits

### Platinum Sponsor: \$15,000

Platinum sponsors have their logo featured on event marketing materials, providing company visibility and recognition for their support of the Red Cross.

Platinum Sponsors receive:

- Five seats at the Heroes Breakfast
  - Recognition on event marketing materials (invitation, website)
  - Recognition on printed event program (1 mention)
  - Local social media visibility (1 mention)
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### Gold Sponsor: \$10,000

Gold sponsors have their name featured on event marketing materials, providing company visibility and recognition for their support of the Red Cross.

Gold Sponsors receive:

- Three seats at the Heroes Breakfast
  - Recognition on event marketing materials (invitation, website)
  - Recognition on printed event program (1 mention)
  - Local social media visibility (1 mention)
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### Individual Ticket: \$300

Join us as we celebrate this year's local Heroes. Your ticket cost goes where it's needed most, enabling the Red Cross to respond whenever and wherever there is human suffering.

Sponsorship Levels and Benefits	Gold Sponsors \$10,000	Platinum Sponsors \$15,000	Diamond Sponsors \$25,000	Hero Award Sponsors \$25,000	Breakfast Match Champion \$50,000	Heritage Sponsor \$200,000
Marketing/Engagement:						
Invitations to attend the Breakfast	3 seats	5 seats	1 table (10 seats)	8 seats	1 table (10 seats)	2 tables (20 seats)
Invitations to attend the VIP Reception			4 tickets	4 tickets	5 tickets	10 tickets
Recognition on digital marketing materials	Name (website)	Logo (website)	Logo (website)	Logo (all)	Logo (all)	Logo (all)
Recognition on digital Hero nomination webpage						Logo
Recognition on digital Hero nomination email campaign						Logo
Recognition on the event invitation	Name (inside)	Logo (inside)	Logo (inside)	Logo (inside)	Logo (inside)	Logo (front cover)
Recognition on the event save the date						Logo (back)
Recognition on printed program	Name (back cover)	Logo (back cover)	Logo (back cover)	Logo (back cover); Name (inside)	Logo (back cover, inside)	Logo (back cover, inside)
On-Screen Presence & Recognition:						
Verbal recognition during event			1 Mention	1 Hero Award Presentation	6 Mentions	6 Mentions
Featured speaking opportunity						3-5 minutes
Opportunity to present brief sponsor-produced CSR video						Included
Media Promotion:						
Recognition in Red Cross press releases					Name	Logo; opportunity for quote from company representative
Thank you mentions on social media	1 Mention (name only)	1 Mention (name only)	1 Mention (logo only)	1 Mention (logo only)	2 Mention (logo only)	6 Mention (logo only)
Leadership and Employee Engagement:						
Chairperson/CEO invited to serve as Event Chair						Included
Chairperson/CEO to host/attend a pre-event reception with hero awardees and other distinguished guests			Attend	Attend	Attend	Host
Invitation to serve on the Leadership Council					Member	Chair
Opportunity to volunteer in a Red Cross 'day of service' activity					Included	Included

# Honoring the Heroes Among Us

# 2024 HEROES BREAKFAST

## American Red Cross of Massachusetts Heroes Breakfast Commitment

Yes, I would like to join the American Red Cross at the at the Boston Heroes Breakfast in Boston — an in-person event. Please accept my gift:

- |  |   |
|--|---|
| <input type="checkbox"/> \$200,000 Heritage Sponsor (SOLD)         | <input type="checkbox"/> \$25,000 Diamond Sponsor   |
| <input type="checkbox"/> \$50,000 Breakfast Match Champion Sponsor | <input type="checkbox"/> \$15,000 Platinum Sponsor  |
| <input type="checkbox"/> \$25,000 Hero Award Sponsor               | <input type="checkbox"/> \$10,000 Gold Sponsor      |
|  | <input type="checkbox"/> \$300 Individual Ticket(s) |

### In Lieu Gift Option

☐ Please accept my gift of: \$ \_\_\_\_\_

## Payment Information

☐ Credit Card    ☐ Check (*made payable to the American Red Cross of Massachusetts—memo: Heroes Breakfast*)

Credit Card Number: \_\_\_\_\_ Credit Card Expiration: \_\_\_\_\_

Name as it appears on card: \_\_\_\_\_

Your Signature: \_\_\_\_\_ CVV: \_\_\_\_\_ Zip Code: \_\_\_\_\_

☐ Please send me an invoice. We understand that payment is due in full by March 1, 2024.

## Contact Information

Contact Name (*coordinates logo/payment*): \_\_\_\_\_

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

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

City / State / Zip: \_\_\_\_\_

Contact Phone: \_\_\_\_\_ Contact Email: \_\_\_\_\_

City / State / Zip: \_\_\_\_\_

Company Table Captain or Senior Representative: \_\_\_\_\_

## Attendee Information

- ☐ Yes, we plan to attend the *Heroes Breakfast* and will provide our guest list by March 14, 2024 when prompted by the Red Cross.
- ☐ Sorry, we are unable to attend but would be honored to receive a link for employees to participate in the premier of the Hero Award videos.

**Please return this form to your Red Cross Relationship Manager or:**

Special Events Team  
American Red Cross of Massachusetts  
101 Station Landing, Suite 510  
Medford, MA 02155  
Email: [heroesbreakfast.ma@redcross.org](mailto:heroesbreakfast.ma@redcross.org)