

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. The sky is a mix of soft orange, pink, and blue.

Honoring the Heroes Among Us

2025 HEROES BREAKFAST

Sponsorship Opportunities



American Red Cross
Massachusetts

Wednesday, April 9, 2025 | 8:00 - 9:30 AM

State Room: A Longwood Venue

60 State Street, 33rd Floor Boston, MA

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About the Boston Heroes Breakfast

On Wednesday, April 9, 2025, the American Red Cross of Massachusetts will hold our signature event in Boston. The Heroes Breakfast will honor everyday people who demonstrate extraordinary acts of courage and kindness and 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.

The 2025 Class of Heroes will be chosen by the Heroes Council and awarded in the following categories:

Blood Services Hero	Climate Resilience Hero	Emergency Response Hero	Firefighter Hero
Law Enforcement 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 the Red Cross 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.

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:

- Brand alignment with the most trusted charity in the US—the American Red Cross
- Exposure to business, civic and elected officials at the event
- Significant local media coverage and statewide social media exposure

Deadlines:

- Sponsorships must be paid in full by April 9, 2025.
- Sponsor commitment is accepted on a rolling basis until March 24, 2025.
- Guest names and contact information are due by March 24, 2025.
- Sponsor marketing benefits are contingent on date of sponsor commitment.

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 that touches thousands of lives annually. Come be part of our lifesaving mission.

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Heroes Breakfast Sponsorship Benefits

Heritage Sponsor: \$200,000 (category exclusivity)

The Heritage Sponsor is offered the greatest number of seats, maximum recognition on marketing materials, and a speaking opportunity at the event. The Heritage Sponsor serves as Event Chair and Leadership Council Chair, leading other influential Boston business community members.

Benefits:

- Two tables of 10 seats at the Heroes Breakfast
- Invitations for four senior leaders to attend the VIP Reception on the morning of the event
- Featured speaking opportunity during the event (3-5 minutes)
- Opportunity to screen a brief sponsor-produced corporate social responsibility video (1-3 minutes)
- Photo and logo on one lightbox poster at the event venue
- Four verbal mentions during the event
- Large logo on website and email campaign soliciting nominations for the 2025 Class of Heroes
- Large logo on event website, digital save the date, digital invitation, pre-event emails
- Logo on inside and back cover of printed program
- Recognition in Red Cross press releases announcing the event and the honorees
- One dedicated social media post; mention in two additional social media posts
- Opportunity to volunteer in a “day of service” activity planned by the Red Cross

Mission Sponsor: \$75,000 (category exclusivity)

The Mission Sponsor receives a seat on the event's Leadership Council alongside other influential Boston business community members.

Benefits:

- One table of 10 seats at the Heroes Breakfast
- Logo on lightbox posters highlighting the Red Cross mission at the event venue
- Invitations for three senior leaders to attend the VIP Reception on the morning of the event
- Three verbal mentions during the event
- Large logo on event website, digital invitation, pre-event emails
- Logo on inside and back cover of printed program
- Recognition in Red Cross press releases announcing the event and the honorees
- Mention in two social media posts
- Opportunity to volunteer in a “day of service” activity planned by the Red Cross

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Heroes Breakfast Sponsorship Benefits

Match Sponsor: \$50,000 (category exclusivity)

The Match Sponsor amplifies the impact of event day contributions by matching gifts up to \$50,000. The Match Sponsor receives a seat on the event's Leadership Council alongside other influential Boston business community members.

Benefits:

- One table of 10 seats at the Heroes Breakfast
- Invitations for two senior leaders to attend the VIP Reception on the morning of the event
- Three verbal mentions during the event
- Logo present onstage during Paddle Raise
- Medium logo on event website, digital invitation, pre-event emails
- Logo on inside and back cover of printed program
- Recognition in Red Cross press releases announcing the event and the honorees
- Mention in two social media posts
- Opportunity to volunteer in a "day of service" activity planned by the Red Cross

Hero Award Sponsor: \$30,000 (8 available)

Hero Award Sponsors receive a seat on the event's Leadership Council alongside other influential Boston business community members. Hero Award Sponsors are uniquely associated with one of the following eight Heroes—nominated and selected by members of the community for their extraordinary acts of courage, kindness, and service—and are recognized at the Breakfast:

Blood Services Hero

Climate Resilience Hero

Emergency Response Hero

Firefighter Hero

Law Enforcement Hero

Military Hero

Nursing Hero

Youth Hero

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

- Eight seats at the Heroes Breakfast
- Invitations for two senior leaders to attend the VIP Reception on the morning of the event
- One verbal mention during the event
- Logo present onstage during Hero Award introductions
- Logo on event website and digital invitation
- Logo on inside and back cover of printed program
- Mention in one social media post

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Heroes Breakfast Sponsorship Benefits

Diamond Sponsor: \$25,000

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

Benefits:

- Eight seats at the Heroes Breakfast
 - Invitations for two senior leaders to attend the VIP Reception on the morning of the event
 - One verbal mention during the event
 - Logo on event website and digital invitation
 - Logo on back cover of printed program
 - Mention in one social media post
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Platinum Sponsor: \$15,000

Benefits:

- Five seats at the Heroes Breakfast
 - Logo on event website and digital invitation
 - Logo on back cover of printed program
 - Mention in one social media post
-

Gold Sponsor: \$10,000

Benefits:

- Three seats at the Heroes Breakfast
 - Logo on event website and digital invitation
 - Logo on back cover of printed program
 - Mention in one social media post
-

Silver Sponsor: \$5,000

Benefits:

- Two seats at the Heroes Breakfast
 - Name on event website and digital invitation
 - Name on back cover of printed program
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Individual Ticket: \$300

Join us as we celebrate the 2025 Class of Heroes. Your ticket cost goes where it's needed most, enabling the Red Cross to respond whenever and wherever there is human suffering.

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Your Impact



\$100,000

Covers the cost of stocking an Emergency Response Vehicle with needed supplies for 12 days.



\$50,000

Covers the cost of conducting ten *Sound the Alarm* events including the installation of 200 smoke alarms at each event.



\$25,000

Deploys Red Cross disaster management infrastructure for 10 days.



\$10,000

Provides 80 complete emergency kits which support a family of five in the aftermath of a disaster.



\$5,000

Covers the cost of a blood drive.



American Red Cross
Massachusetts