

A photograph of the Boston skyline at sunset, with buildings illuminated and reflected in the water. Two sailboats are visible in the foreground.

Honoring the Heroes Among Us

2026 HEROES BREAKFAST

Sponsorship Opportunities



American Red Cross
Massachusetts

Tuesday, April 14, 2026 | 8:00 - 9:30 AM
InterContinental Boston
510 Atlantic Ave, Boston, MA

Honoring the Heroes Among Us

2026 HEROES BREAKFAST

The Red Cross of Massachusetts serves more than 7.1 million residents in the 14 counties of the Commonwealth. The Red Cross shelters, feeds and provides emotional support to those impacted by disaster, supplies hospitals with lifesaving blood, teaches skills that save lives and supports veterans, military members and their families.

The Massachusetts regional headquarters is located in Dedham with four additional chapter buildings and ten blood donation centers across the state. The Red Cross also operates the Boston Food Pantry and supports additional food insecurity programs around Greater Boston. Addresses and hours for all locations can be found on our website, [RedCross.org/MA](https://www.RedCross.org/MA)



Collected **112,709** blood products at more than **5,690** blood drives



Helped **1,844** military members, veterans and families; educated **5,122** people in Health & Wellness programs



Responded to **721** disasters in our region and assisted **1,822** households



Trained **105,552** people in first aid, CPR and AED skills and **16,642** people in water safety



Supported by **3,486** active volunteers contributing **163,225** hours of service resulting in a dollar value of **\$5.6 million**



Provided healthy food and produce items to **339,909** individuals totaling more than **2.7 million pounds of food**

FY25 Statistics



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About the Boston Heroes Breakfast

On Tuesday, April 14, 2026, 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 2026 Class of Heroes will be chosen by the Heroes Council and awarded in the following categories:

Blood Services Hero

Good Samaritan First Responder Hero

Home Fire First Responder Hero

Military Hero

Red Cross First Responder 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 14, 2026.
- Sponsor commitment is accepted on a rolling basis until March 30, 2026.
- Guest names and contact information are due by March 30, 2026.
- 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 2026 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, Spring 2026
- Opportunity for two employee engagement activities planned by the Red Cross
- Opportunity to co-author a thought leadership piece on the intersection of the Red Cross and the sponsor mission

Mission Sponsor: \$500,000-\$100,000 (category exclusivity)

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

Benefits:

- Two tables 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 for two employee engagement activities planned by the Red Cross
- Opportunity to invite one representative from company to sit on the Heroes Council in 2027
- Onstage speaking opportunity during breakfast program (for sponsorships \$250,000 and above)

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Heroes Breakfast Sponsorship Benefits

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

The Legacy Sponsor recognizes exceptional leadership to the Boston Heroes Breakfast and partnership to the American Red Cross.

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
 - 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 for one employee engagement activity planned by the Red Cross
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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 for one employee engagement activity planned by the Red Cross

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Heroes Breakfast Sponsorship Benefits

Hero Award Sponsor: \$35,000 (6 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 Heroes—nominated and selected by members of the community for their extraordinary acts of courage, kindness, and service—and are recognized at the Breakfast:

Red Cross Blood Services Hero Good Samaritan First Responder Hero Home Fire First Responder Hero
Military Hero Red Cross First Responder Hero Youth Hero

Six 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
- Opportunity for one employee engagement activity planned by the Red Cross
- Quote of gratitude from a Regional spokesperson
- Customized in-person or virtual presentation for company employees focused on your hero category

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
- Opportunity for one employee engagement activity planned by the Red Cross

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Heroes Breakfast Sponsorship Benefits

Platinum Sponsor: \$15,000

Benefits:

- Five seats at the Heroes Breakfast
 - Logo on back cover of printed program
 - Logo on event website and digital invitation
 - Mention in one social media post
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Gold Sponsor: \$10,000

Benefits:

- Three seats at the Heroes Breakfast
 - Logo on back cover of printed program
 - Logo on event website and digital invitation
 - 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 2026 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