



Hometown Heroes Breakfast

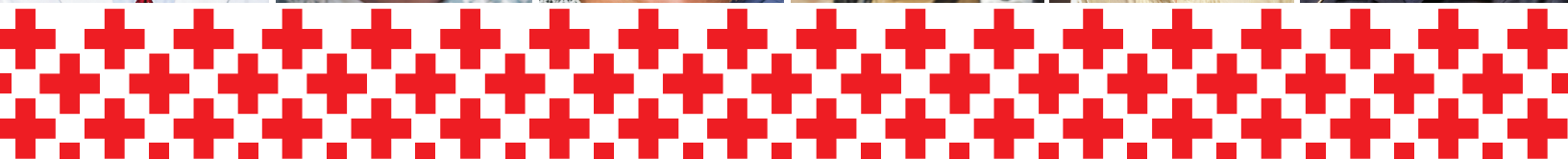
2019 SPONSORSHIP OPPORTUNITIES



American Red Cross
Western Massachusetts



Thursday, March 21, 2019, 7:30–9:00 a.m.
Sheraton, Grand Ballroom, One Monarch Place, Springfield, MA



March 21, 2019 we will host our Annual American Red Cross Hometown Heroes Breakfast. This event supports the American Red Cross mission to prevent and alleviate human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors.

The Hometown Heroes Breakfast celebrates the spirit of humanitarianism by honoring local people who have shown courage, kindness and unselfish character through acts of heroism in Western Massachusetts. The breakfast is our largest fundraiser of the year and helps to support disaster relief throughout Berkshire, Hampden, Hampshire, and Franklin Counties.

Financial support at the local level is necessary for us to continue to provide our community with disaster relief services and superior preparation for disaster response. Each year, we respond to hundreds of home fires and other disasters, providing emergency assistance to hundreds of families in Massachusetts. Red Cross disaster assistance is free of charge, a gift made possible by generous donations and the work of volunteers.

Please consider sponsoring the Hometown Heroes Breakfast and helping to ensure that your local Red Cross is ready when the time comes.

2018 Sponsors

Presenting Sponsor

Columbia Gas of Massachusetts

Major Sponsor

OMG, Inc.

Media Sponsor

WWLP-22News and
The CW Springfield

Facility Sponsor

The Sheraton Springfield

Production Sponsor

Zasco Productions

Print and Digital Sponsors

MassLive
The Republican

Award Sponsors

Arbella Insurance Foundation
Baystate Health
Eversource Energy
Pellegrini, Seeley, Ryan &
Blakesley, P.C.
R.H. White Construction
Smith & Wesson

Matching Gift Sponsors

PeoplesBank

Clara Barton Level Sponsors

Berkshire Blanket & Home Co.
BusinessWest
Chicopee Savings Bank Charitable
Foundation/Westfield Bank
Healthcare News
Health New England
Van Pool Transportation

Humanitarian Sponsors

Berkshire Bank
CBS Xerox CT Business Systems
Church of Christ
Comcast
Harmony House
Insurance Center of New England, Inc.
MassMutual Financial Group
Western MA Fire Chiefs

Half Table Sponsors

A. Crane Construction
Disability Management Services
Excel Dryer
Freedom Credit Union
Polish National Credit Union
Shriners Hospital for Children
Springfield Technical
Community College

Presenting Sponsor \$15,000

- Opportunity to provide branded items to attendees
- Inclusion in all Hometown Heroes press materials
- Company logo prominently featured on email campaigns, marketing materials, and invitation
- Special event recognition from the stage
- Designation as Presenting Sponsor on all collateral
- Opportunity for a representative to present on stage during the event
- Logo on event PowerPoint
- Recognition on Red Cross of Massachusetts social media platforms
- Sponsorship recognition on Heroes Breakfast webpage
- One table of 10 with premium placement
- Sponsorship recognition in 2020 Heroes Breakfast packages

Major Sponsor \$10,000

- Inclusion in all press materials
- Company logo prominently featured on email campaigns, marketing materials, and invitation
- Special event recognition from the stage
- Designation as Major Sponsor on all collateral
- Opportunity for a representative to present on stage during the event
- Logo on event PowerPoint
- Recognition on Red Cross of Massachusetts social media platforms
- Sponsorship recognition on Heroes Breakfast webpage
- One table of 10 with premium placement
- Sponsorship recognition in 2020 Heroes Breakfast packages

Award Sponsor \$5,000

- Designation as Award Sponsor on all collateral
- Opportunity for a representative to present on stage during the event
- Logo on event PowerPoint
- Full page ad in the program book
- One table of 10 with premium placement
- Sponsorship recognition in 2020 Heroes Breakfast packages

Clara Barton \$2,500

- Sponsorship recognition on Heroes Breakfast webpage
- One table of 10
- Sponsorship recognition in 2020 Heroes Breakfast packages

Humitarian Sponsor \$1,250

- Five seats at one table
- Sponsorship recognition in 2020 Heroes Breakfast packages



Thank you for your consideration.



For more information, please contact Judy Stokowski
at Judith.Stokowski@redcross.org or call 413-233-1016.

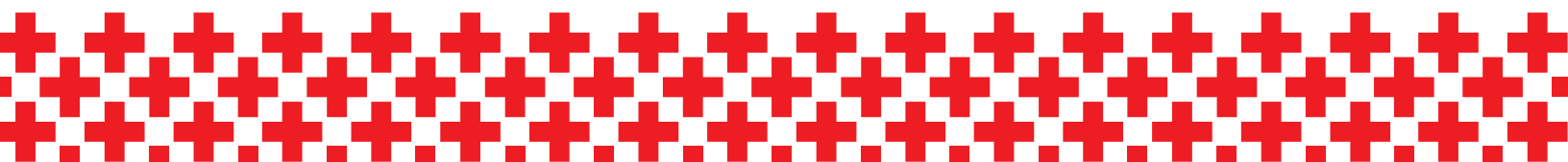
American Red Cross of Western Massachusetts
150 Brookdale Drive, Springfield, MA 01104



**American
Red Cross**

Mission

The American Red Cross prevents and alleviates human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors.





American Red Cross
Western Massachusetts



2018 Hometown Heroes Sponsorship Agreement

Yes, I would like to join the American Red Cross in honoring local heroes at the 16th Annual Heroes Breakfast event on Thursday, March 22, 2018. Please accept my gift of:

☐ Presenting Sponsor - \$12,500

☐ Major Sponsor - \$10,000

☐ Award Sponsor - \$5,000

☐ Clara Barton Sponsor - \$2,500

☐ Humanitarian Sponsor - \$1,250

☐ Half-Table Sponsor - \$700

All print amenities are subject to print deadlines.

I would like to make a general donation of \$_____

Contact Information

Organization _____

Contact _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

Payment Information

☐ Credit Card

☐ Check (payable to the American Red Cross)

☐ Send Invoice

☐ Visa

☐ MasterCard

☐ American Express

☐ Discover

Card Number _____ Expiration _____ CSV/CID/CVV _____

Name _____ Signature _____ Date _____

Please send completed Sponsorship Agreements and Payment to:

American Red Cross of Western Massachusetts
Attn: Kristi Gosselin, 150 Brookdale Drive, Springfield, MA 01104

