



HEROES BREAKFAST

HONORING THE HEROES AMONG US

Wednesday, March 10, 2021

Sponsorship Opportunities

HERITAGE AWARD SPONSOR:



American Red Cross
Massachusetts

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About the Heroes Breakfast:

In March 2021 the American Red Cross of Massachusetts, together with Bob Reynolds of Putnam Investments, will launch a bold new venture in Boston. The Heroes Breakfast will honor everyday people who demonstrate extraordinary acts of courage and kindness. This includes those currently on the frontlines of the Coronavirus pandemic and others in greater Boston who embody the humanitarian spirit of our organization. This incredibly powerful virtual 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 Selection Committee comprised of top community leaders. Awards will be given in the following categories:

Blood Services Hero

Community Impact Hero

Emergency Professional Hero

Firefighter Hero

Global Citizen Hero

Good Samaritan Hero

Law Enforcement Hero

Military Hero

Nursing Hero

Youth Hero

Heroes Breakfast Sponsor Opportunities:

We invite you to support the inaugural 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
- On-screen speaking opportunity for your organization's leadership

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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HEROES BREAKFAST SPONSORSHIP BENEFITS

Heritage Award Sponsor—\$250,000

Category Exclusivity. Serves as the event chairperson.
Reserved for a prominent CEO/Community Leader

- Admission for 100 attendees to the virtual Heroes Breakfast
- Logo on all event marketing materials (save the date, invitation, website, pre-event reminder, social media and press releases)
- Logo on all Heroes nominations materials (postcard, website, email campaign)
- Logo on the front cover of the event invitation
- Verbal recognition during the event (8 times)
- Featured on-screen speaking opportunity (3-5 minutes) during event
- Opportunity to screen brief sponsor-produced corporate social responsibility video at event
- Customized media strategy
- Feature mention in press release announcing Chairman/CEO's leadership in event
- Social media visibility (6 mentions)
- Chairman/CEO to chair the Heroes Breakfast Leadership Council
- Opportunity for event chair to host a CEO only pre-event virtual reception with hero awardees and other distinguished guests
- Opportunity for company employees to volunteer in support of event
- Opportunity to host a local blood drive with your brand presence
- Opportunity to co-create innovative benefits that provide brand lift while advancing the Red Cross mission
- Opportunity to provide co-branded video content with employees, customers and vendors
- Opportunity to source and nominate eligible heroes for recognition

Presenting Sponsor—\$75,000

Marquee event sponsor, top billing on all event materials.
(Category Exclusivity)

- Admission for 50 attendees to the virtual Heroes Breakfast
- Logo on all event marketing materials (save the date, invitation, website, pre-event reminder, social media

and press releases)

- Logo on all Heroes nominations materials (postcard, website, email campaign)
- Logo on the inside of the event invitation
- Verbal recognition of company sponsorship during event (3 times)
- On-screen speaking opportunity (2 minutes) during event
- Prominent mention in Red Cross press releases
- Customized media strategy
- Social media visibility (3 mentions)
- Chairman/CEO invited to serve as member of the Heroes Breakfast Leadership Council
- Invitation for company CEO to attend the event Chair's CEO-only pre-event virtual reception with hero awardees and other distinguished guests
- Opportunity for company employees to volunteer in support of event
- Opportunity to host a local blood drive with your brand presence
- Opportunity to co-create innovative benefits that provide brand lift while advancing the Red Cross mission
- Opportunity to share co-branded video content with employees, customers and vendors
- Opportunity to source and nominate eligible heroes for recognition

Virtual Challenge Sponsor—\$50,000

Match attendee contributions during the event doubling their support. (Category exclusivity)

- Admission for 35 attendees to the virtual Heroes Breakfast
- Logo on all event marketing materials (save the date, invitation, website, pre-event reminder, social media and press releases)
- Logo on all Heroes nominations materials (postcard, website, email campaign)
- Logo on the inside of the event invitation
- Verbal recognition of company sponsorship during event (6 times)
- Prominent mention in Red Cross press releases
- Social media visibility (2 mentions)
- Chairman/CEO invited to serve as member of the Heroes Breakfast Leadership Council

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HEROES BREAKFAST SPONSORSHIP BENEFITS

- Opportunity to host a local blood drive with your brand presence
- Opportunity to co-create innovative benefits that provide brand lift while advancing the Red Cross mission
- Opportunity to share co-branded video content with employees, customers and vendors
- Opportunity for company employees to volunteer in support of event
- Opportunity to source and nominate eligible heroes for recognition

Technology Sponsor—\$20,000

Enable the Red Cross to present the Heroes Breakfast in a technologically captivating format.

- Admission for 30 attendees to the virtual Heroes Breakfast
- Logo featured prominently on pre-event reminder
- Logo on Heroes nominations website and email campaign
- Logo on the inside of the event invitation
- Verbal recognition during the event (2 times)
- Corporate mention in Red Cross press releases
- Social media visibility (1 mention)
- Logo on event web page
- Chairman/CEO invited to serve as member of the Heroes Breakfast Leadership Council
- Opportunity to co-create innovative benefits that provide brand lift while advancing the Red Cross mission
- Opportunity to share co-branded video content with employees, customers and vendors
- Opportunity to source and nominate eligible heroes for recognition

Hero Award Sponsor—\$15,000

Corporate citizens honoring the best among us.

- Admission for 25 attendees to the virtual Heroes Breakfast
- Logo on event email announcements
- Logo on email materials for Heroes nominations
- Logo on the inside of the event invitation
- Verbal recognition with logo placement during presentation of one of the following Hero

Award categories:

Blood Services Hero
Community Impact Hero
Emergency Professional Hero
Firefighter Hero
Global Citizen Hero
Good Samaritan Hero
Law Enforcement Hero
Military Hero
Nursing Hero
Youth Hero

- Social media visibility (1 mention)
- Logo on event web page
- Chairman/CEO invited to serve as member on the Heroes Breakfast Governing Council
- Opportunity to co-create innovative benefits that provide brand lift while advancing the Red Cross mission
- Opportunity to share co-branded video content with employees, customers and vendors
- Opportunity to source and nominate eligible heroes for recognition

Virtual Table Sponsor: Platinum—\$12,500

- Admission for 20 attendees to the virtual Heroes Breakfast
- Logo on event website
- Name listed on the inside of the event invitation
- Chairman/CEO invited to serve as member of the Heroes Breakfast Leadership Council
- Opportunity to source and nominate eligible heroes for recognition

Virtual Table Sponsor: Gold—\$10,000

- Admission for 10 attendees to the virtual Heroes Breakfast
- Logo on the event website
- Name listing on the inside of the event invitation
- Opportunity to source and nominate eligible heroes for recognition

2021 Heroes Breakfast–Boston	Heritage Award \$250,000 (Sold)	Presenting \$75,000	Virtual Challenge \$50,000	Technology \$20,000	Hero Award \$15,000	Virtual Table: Platinum \$12,500	Virtual Table: Gold \$10,000
Marketing/Engagement							
Admission for attendees to the virtual Heroes Breakfast	100	50	35	30	25	20	10
Logo on event marketing materials (save the date, website, pre-event reminder>	All	All	All	Pre-Event Reminder	Email Campaign	Website	Website
Logo on Heroes nominations materials (save the date, website, pre-event reminder)	All	All	All	Website and Email Campaign	Email Campaign	Website	Website
Recognition on the event invitation	Logo (front cover)	Logo (inside front cover)	Logo (inside)	Logo (inside)	Logo (inside)	Name	Name
On-Screen Presence & Recognition							
Verbal recognition during event	8 mentions	3 mentions	6 mentions	1 mention	1 Hero Award Presentation		
On-screen speaking opportunity	3-5 minutes	2 minutes					
Opportunity to screen brief sponsor-produced corporate social responsibility video	X						
Media Promotion							
Prominent mention in Red Cross press releases	Featured	Prominent	Prominent	Prominent			
Customized media strategy	X	X					
Thank you social media mentions	6 mentions	3 mentions	2 mentions	1 mention	1 mention		
Logo recognition on Heroes Breakfast webpage	Large	Large	Medium	Medium	Small	Small	Name
Opportunity to co-create innovative benefits that provides brand lift while advancing the Red Cross mission	X	X	X	X	X	X	X
Opportunity to share co-branded video content with employees, customers, and vendors	X	X	X	X			
Leadership and Employee Engagement							
Chairman/CEO invited to serve as member of the Heroes Breakfast Leadership Council	X	X	X	X	X	X	
Opportunity for company employees to volunteer in support of event	X	X					
Opportunity to host a local blood drive with brand presence	X	X	X				
Opportunity for event chair to host a CEO only pre-event virtual reception with hero awardees and other distinguished guests	X						
Invitation for company CEO to attend the event Chair's CEO-only pre-event virtual reception with hero awardees and other distinguished guests		X	X				
Opportunity to source and nominate eligible heroes for recognition	X	X	X	X	X	X	X

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American Red Cross of Massachusetts Heroes Breakfast Commitment

Yes, I would like to join Bob Reynolds and the American Red Cross at the Inaugural Red Cross Heroes Breakfast in Boston—a virtual event. Please accept my gift:

- \$250,000 Heritage Award Sponsor <SOLD>
- \$75,000 Presenting Sponsor
- \$50,000 Virtual Challenge Sponsor
- \$20,000 Technology Sponsor
- \$15,000 Hero Award Sponsor
- \$12,500 Virtual Platinum Table Sponsor
- \$10,000 Virtual Gold Table Sponsor

In Lieu Gift Option

- Please accept my gift of: \$ _____ in honor of Bob Reynolds and the American Red Cross

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, 2021.

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 when prompted by the Red Cross.
- Sorry, we are unable to attend but would be honored to seat guests at our virtual table.

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: RSVPMA@redcross.org