



BOSTON HEROES BREAKFAST

HONORING THE HEROES AMONG US

Wednesday, March 29, 2023

Sponsorship Opportunities



American Red Cross
Massachusetts



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About the Boston Heroes Breakfast:

On Wednesday, March 29, 2023, the American Red Cross of Massachusetts will hold our inspiring signature event in Boston. The Heroes Breakfast will honor everyday people who demonstrate extraordinary acts of courage and kindness. We will honor those who embody the humanitarian spirit of our organization. This incredibly powerful event will raise critical funds to support the lifesaving services of the American Red Cross in communities across the Commonwealth.

Heroes will be chosen by an esteemed Selection Committee comprised of community leaders. Awards will be given in the following categories:

Blood Services Hero

Community Impact Hero

Emergency Professional Hero

Firefighter Hero

Good Samaritan Hero

Military Hero

Nursing Hero

Youth Hero

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

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 Boston, the Red Cross also runs one of the largest food pantries and touches hundreds of thousands of lives annually. Come be part of our lifesaving mission.

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HEROES BREAKFAST SPONSORSHIP BENEFITS

Heritage Sponsor: \$150,000

Category Exclusivity: 1 Available

Serves as the event chairperson

- Admission for 20 guests
- Featured speaking opportunity (3-5 minutes) during event
- Opportunity to screen brief sponsor-produced corporate social responsibility video at event
- Verbal recognition during the event (6 times)
- Chairs the Heroes Breakfast Leadership Council
- Opportunity for event chair to host a pre-event reception with hero awardees and other distinguished guests
- Logo on the front cover of the event invitation
- 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)
- Customized communications tactics
- Feature mention in press release announcing Event Chair/Heritage Honoree's leadership of event
- Local social media visibility (6 mentions)
- Opportunity for company employees to volunteer in support of event
- Partner on a local blood drive with your brand presence
- Opportunity to source and nominate heroes for recognition

Mission Sponsor: \$50,000

Sponsor Capacity: 3 Available

Match virtual and in-person attendee contributions during the event

- Admission for 8 guests
- Integration with one of three crucial American Red Cross missions here in Massachusetts:
 - Blood Services (Biomedical Services)**
 - Partner on a local blood drive with your brand presence
 - Attendees will have the opportunity to have a Red Cross Blood Services specialist sit at the table to discuss and educate attendees.
 - Home Fire Campaign**
 - Opportunity to host a corporate team day in the Boston community by installing smoke alarms to make homes safer
 - Attendees will have the opportunity to have a Red Cross Home Fire Campaign specialist sit at the table to discuss and educate attendees.
 - Boston Food Pantry**
 - Opportunity to have corporate volunteers participate in a day of service at the Food Pantry
 - Attendees will have the opportunity to have a Red Cross Boston Food Pantry specialist sit at the table to discuss and educate attendees.
- Verbal recognition of company sponsorship during the event (1 times)
- Chairman/CEO invited to serve as member of the Heroes Breakfast Leadership Council
- Logo on event marketing materials (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
- Prominent mention in Red Cross press releases
- Local social media visibility (2 mentions)
- Opportunity for company employees to volunteer in support of the event
- Opportunity to source and nominate heroes for recognition

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HEROES BREAKFAST SPONSORSHIP BENEFITS

Breakfast Match Champion: \$50,000

Category exclusivity: 1 Available

Match virtual and in-person attendee contributions during the event

- Admission for 10 guests
- Match attendee contributions up to \$50,000 during the event doubling their support
- Verbal recognition of company sponsorship during the event (6 times)
- Chairman/CEO invited to serve as member of the Heroes Breakfast Leadership Council
- Logo on event marketing materials (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
- Prominent mention in Red Cross press releases
- Local social media visibility (2 mentions)
- Opportunity for company employees to volunteer in support of the event
- Opportunity to source and nominate heroes for recognition

Hero Award Sponsor: \$25,000

Sponsor Capacity: 8 Available

Corporate citizens honoring the best among us

- Admission for 8 guests
- Chairman/CEO invited to serve as member of the Heroes Breakfast Leadership Council serve as member on the Heroes Breakfast Governing Council
- 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
 - Good Samaritan Hero
 - Military Hero
 - Nursing Hero
 - Youth Hero
- Logo on the event email announcements
- Logo on email materials for Heroes nominations
- Logo on the inside of the event invitation
- Local social media visibility (1 mention)
- Logo on the event web page
- Opportunity to source and nominate heroes



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HEROES BREAKFAST SPONSORSHIP BENEFITS

Diamond Sponsor: \$25,000

Sponsor Capacity: 6 Available

- Admission for 8 guests
 - Chairman/CEO invited to serve as member of the Heroes Breakfast Leadership Council serve as member on the Heroes Breakfast Governing Council
 - Verbal recognition with logo placement by Regional Executive and/or Event Chair
 - Logo on the event email announcements
 - Logo on email materials for Heroes nominations
 - Logo on the inside of the event invitation
 - Local social media visibility (1 mention)
 - Logo on the event web page
 - Opportunity to source and nominate heroes
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Platinum Sponsor: \$15,000

Sponsor Capacity: 6 Available

- Admission for 6 attendees to the Heroes Breakfast
 - Thank You social media mention
 - Logo on the event website
 - Logo listed on the inside of the event invitation
 - Opportunity to source and nominate heroes
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Gold Sponsor: \$10,000

Sponsor Capacity: 8 Available

- Admission for 4 attendees to the Heroes Breakfast
- Logo on the event website
- Thank You social media mention
- Logo listing on the inside of the event invitation
- Opportunity to source and nominate heroes

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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"/> \$150,000 Heritage Sponsor | <input type="checkbox"/> \$25,000 Diamond Sponsor |
| <input type="checkbox"/> \$50,000 Mission Sponsor | <input type="checkbox"/> \$15,000 Platinum Sponsor |
| <input type="checkbox"/> \$50,000 Breakfast Match Champion | <input type="checkbox"/> \$10,000 Gold Sponsor |
| <input type="checkbox"/> \$25,000 Hero Award Sponsor | |

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, 2023.

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 1, 2023 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
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Medford, MA 02155
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