



Hometown Heroes Breakfast

2019 SPONSORSHIP OPPORTUNITIES



American Red Cross
Western Massachusetts

Thursday, March 21, 2019, 7:30–9:00 a.m.
MGM Springfield, One MGM Way, 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

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Blakesley, P.C.
R.H. White Construction
Smith & Wesson

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Clara Barton Level Sponsors

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Health New England
Van Pool Transportation

Humanitarian Sponsors

Berkshire Bank
CBS Xerox CT Business Systems
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Comcast
Harmony House
Insurance Center of New England, Inc.
MassMutual Financial Group
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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 co-branded items to attendees
- Inclusion in all Hometown Heroes press materials
- Company logo prominently featured on email campaigns, marketing materials, and invitation
- Announced recognition several times from the stage
- Designation as Presenting Sponsor on all collateral
- Opportunity for a representative to present on stage during the event
- Logo displayed during on stage presentation
- 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 displayed during on stage presentation
- 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

The Breakfast is live-streamed with
our media sponsor, WWLP-22 News
and The CW Springfield

Award Sponsor \$5,000

- Opportunity for a representative to present on stage during the event
- Designation as Award Sponsor on all collateral
- Logo displayed during on stage presentation
- Company logo prominently featured on email campaigns, marketing materials and invitation
- One table of 10 with premium placement
- Sponsorship recognition in 2020 Heroes Breakfast packages

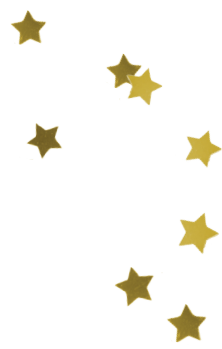
Clara Barton \$2,500

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

Humitarian Sponsor \$1,500

- 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.

