



American Red Cross of the Central Coast

**2018 HEROES BREAKFAST
SPONSORSHIP OPPORTUNITIES**



American Red Cross
Central Coast

redcross.org/centralcoastheroes2018

#CCHeroes2018



American Red Cross
Central Coast

American Red Cross

For more than 130 years, the American Red Cross has been helping neighbors down the street, across the country and around the world. As the nation's premier emergency preparedness and response organization, **the Red Cross is there through every imaginable crisis**—from house fires to earthquakes.

Founded by visionary leader Clara Barton, the American Red Cross was formed to aid domestic and overseas relief efforts. Over the years, the organization has expanded its services but maintains the mission of preventing and relieving suffering. Today, **victims of disaster, patients needing life-saving blood, members of the military and many more turn to the Red Cross** nearly every second of every day. With nearly 275 chapters across the U.S., we have a presence in every community. With our global Red Cross partners, we comprise the largest humanitarian network in the world.

Our 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.

Disaster Relief: We respond to nearly 64,000 domestic disasters annually, sheltering, feeding and comforting those affected—from a family that lost everything in a house fire to an entire city affected by a large-scale natural disaster.

Health and Safety: We empower more than 5.9 million people and businesses annually with lifesaving health, safety and preparedness skills through training courses such as first aid, CPR, water safety and Babysitter safety training.

Service to the Armed Forces: We support military members and their families through a continuum of care that runs throughout their time of service and after. Our programs offer global reach while providing local services.

International Relief: We respond to disasters, build safer communities and educate future humanitarians around the world by mobilizing the power of the world's largest humanitarian network, made up of 190 Red Cross and Red Crescent national societies and more than 17 million volunteers.

“The depth and breadth of all the Red Cross does still amazes me, and it’s an incredible privilege to play a part in it.”

Gail McGovern, President and CEO,
American Red Cross

Partner With Us

Your company can increase brand awareness while supporting the American Red Cross in delivering assistance to millions of people at home and around the globe.

Philanthropic Donations: Make a philanthropic gift to support the lifesaving mission of the American Red Cross. Your gift will help us respond to disasters across the country and around the world, collect lifesaving blood, teach skills that can save a life and support members of the armed forces and their families.

Workplace Giving: Develop a workplace giving program that allows employees to donate directly to the Red Cross. You can make their donations go even further by matching employees' gifts.

Consumer Activation: Engage consumers by making it easy for them to support the American Red Cross. Sign up now to collect funds following major disasters, or launch a turn-key promotion during the holiday season with our annual Holiday Campaign. Your relationship manager can also develop a custom promotion based on your marketing priorities.

Sponsorships: Sponsor a Red Cross event or program. Ask your relationship manager about sponsorship opportunities available in your market.

Volunteer Opportunities: Encourage employees to volunteer through initiatives such as *Ready When the Time Comes*, which trains employees as disaster relief volunteers.

The American Red Cross relies on generous donations of time, money and blood to do its work. Please consider supporting the Red Cross.

Please contact your American Red Cross relationship manager for more information.



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Impact

Year-round, nearly 330,000 volunteers and over 23,000 employees of the American Red Cross work to ensure those in need receive the care and comfort they deserve.

Disaster Cycle Services

190 times a day Red Cross workers help a family that has lost everything in a disaster.

Service to the Armed Forces

1,000 times a day the Red Cross provides services to military members, veterans and their families.

Blood Services

15,000 times a day a generous volunteer donates lifesaving blood through the Red Cross.

Preparedness, Health and Safety Services

25,000 times a day a person receives Red Cross health, safety and preparedness training that can help save a life.

International Services

424,000 times a day a child receives a measles vaccination from the Red Cross and our partners.



2018 HEROES BREAKFAST

Please join the American Red Cross of the Central Coast as we honor local individuals whose actions have made a difference in our community and exemplify the true spirit of heroism through their courage, compassion and leadership.

Selected heroes will be honored at the 13th Annual American Red Cross Heroes Breakfast on Friday, June 15, 2018 at Twin Lakes Church in Aptos. The Heroes Breakfast recognizes acts of heroism by local residents and pays tribute to those who have performed lifesaving deeds while supporting the programs and emergency services provided by your local chapter.

ORDINARY PEOPLE. EXTRAORDINARY COURAGE.

For more than 130 years, the mission of the American Red Cross has been delivered through the extraordinary work of thousands of dedicated volunteers. Our volunteers turn compassion into action through a diverse array of programs and services. Whether it's a single house fire or a global conflict, we respond with food, shelter and care.

We invite you join us and align your company with the American Red Cross, the most trusted and recognized humanitarian aid organization in the world, as a sponsor of our Heroes Breakfast.



Friday, June 15, 2018

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2018 HEROES BREAKFAST SPONSORSHIP OPPORTUNITIES

Sponsorship Benefits	Presenting \$25,000	Platinum \$15,000	Gold \$10,000	Silver \$5,000	Bronze \$2,500
Fair Market Value	\$3,250	\$2,750	\$1,500	\$1,250	\$700
Tax-Deductible Amount	\$21,750	\$12,250	\$8,500	\$3,750	\$1,800
Branding Rights					
Co-branded event logo	x				
Opportunity to distribute promotion material to event attendees	x	x			
Opportunity to address event attendees	x	x			
Company featured on Red Cross chapter website for one year	logo	logo	logo	listing	listing
Collateral					
Company name included in all press releases and marketing	x				
Save the Date Postcards and Invitations (<i>print and electronic</i>)	logo	logo	logo	listing	
Event Advertisements (<i>print and electronic</i>)	logo	logo	logo	listing	
Event Flyers	logo	logo	logo	listing	listing
PowerPoint Slide Deck (<i>sponsor loop</i>)	logo	logo	logo	listing	listing
Table Signage	logo	logo	logo	listing	listing
Sponsor Signage	logo	logo	logo	listing	listing
Thank You Letters (<i>print and electronic</i>)	logo	logo			
Advertisement in the event program	Two (2) ads including full page, color, back cover	Two (2) ads full page, color, inside back cover; full page opposite fund the mission	One (1) full page	One (1) full page	Half (1/2) page
E-blasts	All Announcements logo	All Announcements logo	Event Announcements logo	Event Announcements listing	Event Announcements listing
Visibility (Press Releases, Website and Social Media)					
Company recognition on Red Cross chapter social media accounts	x	x			
Company recognition on Facebook event page	x with tag	x with tag	x with tag	x with tag	x with tag
Verbal recognition during event	x	x	x	x	x
Company recognition on event webpage	logo	logo	logo	listing	listing
Seating					
Reserved Event Tickets	2 tables	1 table	1 table	1 table	4 tickets
Hero Alignment					
Alignment with Hero award of choice and logo placement on stage screens during presentation (<i>first pledged, first choice</i>)	x	x	x	x	
Logo on the aligned Hero's poster	x	x	x	x	
Sponsor ad aligned with Hero summary in event program			x	x	
Company logo featured in aligned Heroes video shown at event and uploaded to Red Cross chapter's YouTube channel	x	x	x	x	



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PRESENTING SPONSORSHIP

\$25,000

Sponsorship at this level can cover the fire safety training and installation of more than 1,650 smoke alarms in at-risk communities in our area.

Sponsorship Benefits

- Fair Market Value: \$3,250
- Tax-Deductible Amount: \$21,750

Branding Rights and Recognition

- Naming recognition as a Presenting Sponsor
- Co-branded event logo
- Opportunity to address event attendees
- Opportunity to distribute promotional material to event attendees
- Company logo featured on Red Cross Chapter website for one year

Marketing Collateral

- Company name included in all event-related press releases
- Company logo included in the following marketing materials:
 - Save the Date Postcards and Invitations (*print and electronic*)
 - Event Advertisements (*print and electronic*)
 - Event Flyers
 - PowerPoint Slide Deck (*sponsor loop*)
 - Table Signage
 - Sponsor Signage
 - Thank You Letters (*print and electronic*)
 - E-blasts (*all announcements*)
- Two (2) full-page color advertisements in event program including back cover

Visibility (Press Releases, Website and Social Media)

- Company recognition on Red Cross chapter Facebook and Twitter page
- Company recognition on Facebook Heroes Breakfast event page with tag
- Company logo on Chapter Heroes Breakfast event webpage
- Verbal recognition during event as Presenting Sponsor

Seating

- Two complimentary tables to Heroes Breakfast (*20 tickets*)

Heroes Alignment

- Alignment with Hero award of choice and logo placement on stage screens during presentation (*first pledged, first choice*)
- Logo on the aligned Hero's poster
- Company logo featured in aligned Hero video shown at event and uploaded to Red Cross chapter's YouTube channel



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PLATINUM SPONSORSHIP

\$15,000

Sponsorship at this level can provide 2,500 hot meals during a disaster. These meals are prepared by Red Cross workers and are delivered to shelter sites or through mobile feeding in communities using Red Cross emergency response vehicles.

Sponsorship Benefits

- Fair Market Value: \$2,750
- Tax-Deductible Amount: \$12,250

Branding Rights and Recognition

- Opportunity to address event attendees
- Opportunity to distribute promotional material to event attendees
- Company logo featured on Red Cross Chapter website for one year

Marketing Collateral

- Company name included in all event-related press releases
- Company logo included in the following marketing materials:
 - Save the Date Postcards and Invitations (*print and electronic*)
 - Event Advertisements (*print and electronic*)
 - Event Flyers
 - PowerPoint Slide Deck (*sponsor loop*)
 - Table Signage
 - Sponsor Signage
 - Thank You Letters (*print and electronic*)
 - E-blasts (*all announcements*)
- Two (2) full-page color advertisements in event program including inside back cover and full-page opposite to the Fund the Mission page

Visibility (Press Releases, Website and Social Media)

- Company recognition on Red Cross chapter Facebook and Twitter page
- Company recognition on Facebook Heroes Breakfast event page with tag
- Company logo on Chapter Heroes Breakfast event webpage
- Verbal recognition during event

Seating

- One complimentary table to Heroes Breakfast (*10 tickets*)

Heroes Alignment

- Alignment with Hero award of choice and logo placement on stage screens during presentation (*first pledged, first choice*)
- Logo on the aligned Hero's poster
- Company logo featured in aligned Heroes video shown at event and uploaded to Red Cross chapter's YouTube channel



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GOLD SPONSORSHIP

\$10,000

Sponsorship at this level can support a meal truck serving 1,000 meals and 100 families with emergency kits after an international disaster.

Sponsorship Benefits

- Fair Market Value: \$1,500
- Tax-Deductible Amount: \$8,500

Branding Rights and Recognition

- Company logo featured on Red Cross Chapter website for one year

Marketing Collateral

- Company logo included in the following marketing materials:
 - Save the Date Postcards and Invitations (*print and electronic*)
 - Event Advertisements (*print and electronic*)
 - Event Flyers
 - PowerPoint Slide Deck (*sponsor loop*)
 - Table Signage
 - Sponsor Signage
 - E-blasts (*event announcements*)
- One (1) full-page color advertisement in event program

Visibility (Press Releases, Website and Social Media)

- Company recognition on Facebook Heroes Breakfast event page with tag
- Company logo on Chapter Heroes Breakfast event webpage
- Verbal recognition during event

Seating

- One complimentary table to Heroes Breakfast (*10 tickets*)

Heroes Alignment

- Alignment with Hero award of choice and logo placement on stage screens during presentation (*first pledged, first choice*)
- Logo on the aligned Hero's poster
- Sponsor ad alignment with Hero summary in event program
- Company logo featured in aligned Heroes video shown at event and uploaded to Red Cross chapter's YouTube channel



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SILVER SPONSORSHIP

\$5,000

Sponsorship at this level can help 40 families who have been the victims of house fires and can provide hygiene kits for 750 homeless veterans.

Sponsorship Benefits

- Fair Market Value: \$1,250
- Tax-Deductible Amount: \$3,750

Branding Rights and Recognition

- Company name featured on Red Cross Chapter website for one year

Marketing Collateral

- Company name included in the following marketing materials:
 - Save the Date Postcards and Invitations (*print and electronic*)
 - Event Advertisements (*print and electronic*)
 - Event Flyers
 - PowerPoint Slide Deck (*sponsor loop*)
 - Table Signage
 - Sponsor Signage
 - E-blasts (*event announcements*)
- One (1) full-page color advertisement in event program

Visibility (Press Releases, Website and Social Media)

- Company recognition on Facebook Heroes Breakfast event page with tag
- Company name on Chapter Heroes Breakfast event webpage
- Verbal recognition during event

Seating

- One complimentary table to Heroes Breakfast (*10 tickets*)

Heroes Alignment

- Alignment with Hero award of choice and logo placement on stage screens during presentation (*first pledged, first choice*)
- Logo on the aligned Hero's poster
- Sponsor ad alignment with Hero summary in event program
- Company logo featured in aligned Heroes video shown at event and uploaded to Red Cross chapter's YouTube channel



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BRONZE SPONSORSHIP

\$2,500

Sponsorship at this level can support the deployment of an emergency response vehicle for ten days and can provide 100 personal-hygiene kits for hospitalized service members.

Sponsorship Benefits

- Fair Market Value: \$700
- Tax-Deductible Amount: \$1,800

Branding Rights and Recognition

- Company name featured on Red Cross Chapter website for one year

Marketing Collateral

- Company name included in the following marketing materials:
 - Event Flyers
 - PowerPoint Slide Deck (*sponsor loop*)
 - Table Signage
 - Sponsor Signage
 - E-blasts (*event announcements*)
- Half (1/2) page color advertisement in event program

Visibility (Press Releases, Website and Social Media)

- Company recognition on Facebook Heroes Breakfast event page with tag
- Company name on Chapter Heroes Breakfast event webpage
- Verbal recognition during event

Seating

- Four (4) complimentary tickets to Heroes Breakfast



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EVENT SPONSORSHIP DONATION FORM

We are pleased to support the 2018 Heroes Breakfast at the following sponsorship level:

- ☐ \$25,000 Presenting Sponsor ☐ \$5,000 Silver Sponsor
☐ \$15,000 Platinum Sponsor ☐ \$2,500 Bronze Sponsor
☐ \$10,000 Gold Sponsor

☐ We are unable to attend and would like to donate our sponsorship tickets.

Company Name: _____
Please list as you would like your company to appear in event marketing

Mailing Address: _____

Company Twitter: _____ Company Facebook: _____

Marketing Contact

Contact Name: _____

Phone: _____ Email: _____

Seating Contact

Contact Name: _____

Phone: _____ Email: _____

Payment Options

- ☐ Pay with check (enclosed) ☐ Pay with credit card
☐ Please invoice immediately

Attention: _____

We agree to pay in full by: _____
Date

_____ Card number _____ Code

_____ Name on card _____ Expiration date

_____ Billing Address

_____ City, State, Zip

☐ We are unable to sponsor at this time but would like to make a donation: \$ _____

Mail to: American Red Cross of the Central Coast, P.O. Box AR | Carmel-by-the-Sea, CA 93921

Camilla Boolootian, (831) 600-4909 or Camilla.Boolootian@redcross.org

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The American Red Cross is a 501©(3) non-profit organization; Federal Tax ID Number is 53-0196605



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