



**Wednesday, May 12, 2027 at 8:30 a.m.**

**The DoubleTree by Hilton Binghamton**

### *Real People, Real Heroes*

The Southern Tier Real Heroes Breakfast is a powerful, emotional celebration of those who embody the spirit of the American Red Cross through acts of courage, dedication and unselfish character.

As the signature fundraiser for the American Red Cross Southern Tier Chapter, this event brings together business leaders, first responders, community champions, and neighbors to honor everyday people whose courageous actions saved lives.

Since its inception nearly 20 years ago, the Real Heroes Breakfast has become one of the Southern Tier's most treasured events.

A sponsorship for the event fuels local Red Cross programs that help families recover from home fires, ensure hospital patients receive lifesaving blood, support service members and veterans, and prepare communities to respond in moments of crisis.



**American Red Cross**  
Southern Tier Chapter

*Serving Broome, Chemung, Chenango, Cortland, Delaware, Otsego, Schuyler, Steuben, Sullivan, Tioga, Tompkins and Susquehanna Counties.*



## Sponsorship Opportunities

|                                                                           | Presenting Sponsor                                | Community Champion                 | Hero Sponsor              | Mission Moment Sponsor | Corporate Sponsor | Resiliency Sponsor |
|---------------------------------------------------------------------------|---------------------------------------------------|------------------------------------|---------------------------|------------------------|-------------------|--------------------|
| <b>Donation Amount</b>                                                    | \$20,000                                          | \$10,000                           | \$6,000                   | \$4,000                | \$3,000           | \$1,500            |
| <b>Event Guest Benefits</b>                                               |                                                   |                                    |                           |                        |                   |                    |
| <b>Hero Award Presentation</b>                                            | ✓                                                 | ✓                                  | ✓                         |                        |                   |                    |
| <b>Verbal Event Acknowledgement</b>                                       | ✓                                                 | ✓                                  | ✓                         |                        |                   |                    |
| <b>Tickets</b>                                                            | 30 tickets<br>(3 tables)                          | 20 tickets<br>(2 tables)           | 10 tickets<br>(1 table)   | 8 tickets              | 6 tickets         | 4 tickets          |
| <b>Digital &amp; Print Event Signage</b>                                  | Premier logo placement                            | Prominent logo placement           | Logo placement            | Text                   | Text              | Text               |
| <b>Marketing Benefits (Deadlines Apply)</b>                               |                                                   |                                    |                           |                        |                   |                    |
| <b>Print &amp; Email Invitations</b>                                      | Premier logo placement                            | Prominent logo placement           | Logo placement            |                        |                   |                    |
| <b>Social Media (@redcrosswny on Facebook, LinkedIn, Instagram and X)</b> | Mentions in all event posts, including Hero video | Two mentions, including Hero video | One mention in Hero Video |                        |                   |                    |
| <b>Digital Event Program</b>                                              | Full Page Ad and logo on cover page               | Full page ad                       | Half page ad              | Quarter page ad        | Quarter page ad   | Name in Text       |
| <b>Event Website</b>                                                      | Premier logo placement                            | Prominent logo placement           | Logo                      | Text                   | Text              | Text               |
| <b>Employee Engagement Opportunities</b>                                  |                                                   |                                    |                           |                        |                   |                    |
| <b>Hands Only CPR Employee Engagement Activity</b>                        | ✓                                                 | ✓                                  | ✓                         |                        |                   |                    |
| <b>Home Fire Campaign Employee Engagement Activity</b>                    | ✓                                                 | ✓                                  |                           |                        |                   |                    |

Sponsorships are accepted on a rolling basis and Hero award categories are reserved on a first-come-first-served basis. Commit early to maximize your benefits and secure your preferred award!



**American Red Cross**  
Southern Tier Chapter



## *Sponsorship Commitment Form*

Please email your completed form to Natalie Bittner, Events Specialist ([natalie.bittner@redcross.org](mailto:natalie.bittner@redcross.org)).

### **Company Information**

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Company Name (as you wish to appear in written communication)

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Contact Name and Title

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Email Address

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Phone Number

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Mailing Address

### **Sponsorship Level**

Presenting Sponsor: \$20,000

Community Champion: \$10,000

Hero Sponsor: \$6,000

Mission Moment Sponsor: \$4,000

Corporate Sponsor: \$3,000

Resiliency Sponsor: \$1,500

### **Other Opportunities for Support**

*Can be purchased in addition to any of the above sponsorships.*

Honorary Committee Member (\$500): Show your support for the Red Cross or a Real Hero by joining the Honorary Committee. Members receive two (2) tickets to the event and can include a message or "button" acknowledgement in the event program.

Individual Event Tickets (\$50): Purchase additional tickets for as many individuals as you like.

### **Payment Method**

Check (Payable to the American Red Cross. Memo: Southern Tier Real Heroes)

Provide my company with an invoice

Credit Card (Visit [redcross.org/STRealHeroes](http://redcross.org/STRealHeroes) to make your purchase)

### **Important Dates**

- February 26, 2027: Cut off for inclusion in printed invitation
- April 12, 2027: Deadline for award category selection/select your company's award presenter
- April 23, 2027: Program ad submission deadline
- April 30, 2027: RSVP deadline

*Thank you!*



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Southern Tier Chapter