

4th Annual WNY Red Cross

MISSION MADNESS ONLINE AUCTION

Showcasing Local Businesses While Supporting the Red Cross Mission

Help can't wait during emergencies, so people step up through the American Red Cross to provide relief and care. Our impact in your community wouldn't be possible without the support of local businesses both small and large. So, during our annual Red Cross Month celebration in March, the Red Cross of Western New York showcases those businesses who commit to provide relief and care to those in need through the Mission Madness Online Auction. Below is just a small sample of the types of items donated to support the Red Cross.



Custom Corn Hole Boards



4-Day RV Rental



Fire Boat River Tour



Premier 200-Level Club Sabres Tickets



Luxury Hotel Stay and World-Renowned Portrait Session



Black Button Distillery Tour and Tasting for 20 People



American Red Cross
of Western New York

MISSION MADNESS ONLINE AUCTION

Turn your compassion into action—and help ensure people don't face emergencies alone by sponsoring the March Mission Madness Online Auction. All proceeds benefit the work the American Red Cross does in Western New York.

A gift to the Mission Madness Online Auction provides essential resources to meet the growing needs of our community wherever the need is greatest. Gifts of all sizes matter and will have a lifesaving impact in the Western New York Community. See some examples of what your gift can do here.



\$10,000 provides breakfast, lunch, dinner and snacks, cots, two blankets and a comfort kit for 140 people in a Red Cross shelter.



\$5,000 covers the cost of the average blood drive, plus testing and blood donor care. In our last fiscal year, the Red Cross of Western New York hosted 1,165 blood drives.



\$2,500 provides 77 military families with emergency communications regarding death or serious illness of a family member, birth of a child or grandchild or other emergencies.



\$1,500 covers the cost of a local disaster response, such as a home fire, which includes deploying two volunteers and a vehicle to provide financial assistance to one affected family.



\$500 provides 49 service members or veterans in hospitals with a Red Cross bag filled with comfort items such as a washcloth, shampoo, soap, comb and other necessities.

Thank you for supporting the life-changing work of the American Red Cross in our community.

In Gratitude,



American Red Cross
of Western New York

SPONSORSHIP OPPORTUNITIES AND BENEFITS

Presenting Sponsor	Mission Moment Sponsor	Help Can't Wait Sponsor	Benefactor Sponsor	Friend of the Red Cross
\$10,000	\$5,000	\$2,500	\$1,000	\$500

Post-Event Benefits

Check Presentation Opportunity	✓	n/a	n/a	n/a	n/a
Event Website , Email and Print Communications	Company logo embedded with Mission Madness Auction logo	Logo placement on event webpage and email communications	Company name in text on event webpage and email communications	Company name in text on event webpage and email communications	Company name in text on event webpage and email communications
Social Media (Facebook , Instagram , LinkedIn and X)	Mention as Presenting Sponsor in all event social media posts	Mention of sponsorship in one event social media post	n/a	n/a	n/a

Marketing Benefits (Deadlines Apply)

Ready Rating Membership	✓	✓	✓	✓	✓
Volunteer Engagement Opportunities for Employees	✓	✓	✓	✓	✓
Opportunity to Provide a Digital Coupon to all Auction Participants	✓	✓	✓	✓	✓
Hands-Only CPR Training for Employees	✓	✓	n/a	n/a	n/a
Opportunity to Host a Blood Drive	✓	✓	n/a	n/a	n/a
Tour of the American Red Cross Cross Blood Donation Center	✓	✓	n/a	n/a	n/a



SPONSOR COMMITMENT FORM

Please notify your Red Cross representative of your participation in the event by January 31, 2025.

Sponsorship/Donation Level

Presenting Sponsor: \$10,000
Mission Moment Sponsor: \$5,000
Help Can't Wait Sponsor: \$2,500

Benefactor Sponsor: \$1,000
Cash Donation: \$ _____
My business would like to donate an auction item
(see item donation form)

Company Information

Company Name _____

(As you wish to appear in written communication)

Contact Name and Title _____

Email Address _____

Phone Number _____

Billing Address _____

Payment Instructions

Please make all checks payable to the American Red Cross with "Mission Madness Auction" written in the memo line. Please address all checks to:

American Red Cross of Western New York
Attn: Mission Madness Auction
825 John Street, Suite 209
West Henrietta, NY 14586

Upon confirmation of your support, please provide the Red Cross with your company's logo based on the specifications below.

- High-res (300 dpi/pixels or more)
- Transparent background
- .png or .jpeg format

Thank you for partnering with the American Red Cross of Western New York to support our local mission! If you have any questions, please reach out to Natalie Doller, Events Coordinator, at natalie.doller2@redcross.org for more information.



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of Western New York