



**American Red Cross**  
Southern Tier Chapter



# Southern Tier Chapter Real Heroes Breakfast

Thursday, May 25, 2023

7:00 – 9:00 a.m.

DoubleTree by Hilton Binghamton

225 Water St. Binghamton, NY 13901



**American Red Cross**  
Southern Tier Chapter

**Two longstanding traditions are combining into one, but the message remains the same: Real people become Real Heroes.**

### **THE REAL HEROES AWARDS IN OUR COMMUNITIES**

Through 29 different events over the span of 15 years, the American Red Cross has recognized the Real Heroes of the Corning, Finger Lakes, and Southern Tier communities at Real Heroes Breakfasts. Now that these communities fall within the same Chapter, the Red Cross Southern Tier Chapter is excited to host this 30<sup>th</sup> Real Heroes Event for all its community partners.

This fundraiser grew out of a desire to create an event that exemplifies the Red Cross Mission to alleviate human suffering through the power of volunteers – people who set aside their own needs to help one another. This powerful, emotional event celebrates the individuals and groups right here in our own communities that embody the spirit and mission of the Red Cross through acts of courage, dedication, unselfish character, and good deeds.

### **HOW YOUR FUNDS HELP THE SOUTHERN TIER CHAPTER**

In our last fiscal year, the Southern Tier Chapter,

- Responded to 227 local disaster operations and assisted 491 families affected by them
- Provided Safety & Preparedness Training courses to 14,790 participants
- Provided service to our Armed Forces members in 925 different cases
- Collected 29,648 units of blood at 1,531 blood drives chapter-wide
- Carried out our mission with the support of 484 local volunteers

Thank you for considering a sponsorship for our 2023 Real Heroes event. We look forward to the prospect of partnering with you to pay tribute to those individuals who have demonstrated courage, dedication, unselfish character, and good deeds.

Sincerely,

A handwritten signature in black ink, appearing to read "Michael Rivera".

Michael Rivera  
Regional Philanthropy Officer

A handwritten signature in blue ink, appearing to read "Zachariah K. Riley".

Zachariah K. Riley  
Executive Director, Southern Tier Chapter

Questions?  
Contact Michael Rivera, Regional Philanthropy Officer  
[Michael.Rivera3@redcross.org](mailto:Michael.Rivera3@redcross.org)  
(607)-238-6187



## Top Sponsorship Opportunities and Benefits

	Presenting Sponsor	Hero Award Sponsor
Monetary Donation	\$15,000	\$6,000
Exclusivity	One	12 Award Categories Available
Mission Impact	Covers the average cost of opening a shelter for 1 night	Covers the average cost to deploy 3 volunteers to a disaster operation
Invitation to Participate in Hero-Selection Meeting	✓	n/a

### MARKETING BENEFITS (DEADLINES APPLY)

Hero Award Alignment	Priority Choice of Award Alignment	Award Alignment based on first come first serve basis
Print & Email Invitations	“Presented By:” language and Company logo on all event communication	Logo recognized as Hero Award Sponsor
Website & Mobile Giving Platform	“Presented By:” language and Company logo. Largest and most prominent placement.	Logo recognized as Hero Award Sponsor
Social Media	Stand-alone “Thank You to Our Supporters” post on all platforms	Group “Thank you to Our Supporters” post on all platforms
Press & Communications	Recognized as official presenting sponsor	Recognized as Award Sponsor with mentions of chosen award

### EVENT GUEST BENEFITS

Reserved Seats	2 tables for 20 guests	2 tables for 20 guests
Table Signage	Logo on all event tables	Logo on Company Tables
Digital and Printed Event Signage	Logo on all slides	Logo with mentions of chosen award
Speaking Opportunity	Opening Remarks	Hero Award Presentation
Corning Area Reception	10 tickets	5 tickets
Ability to Live-Stream Breakfast at your Office	✓	✓

### YOUR LASTING IMPACT

Alignment with the American Red Cross, one of the most recognized and trusted nonprofits worldwide	✓	✓
Opportunity to host a Blood Drive	✓	✓
<a href="#">American Red Cross Ready Rating Membership for your employees</a>	✓	✓



## Event Sponsorship Opportunities and Benefits

	Mission Moment Sponsor	Corporate Table Sponsor	Patron Sponsor
Monetary Donation	\$4,000	\$3,000	\$1,500
Exclusivity	n/a	n/a	n/a
Mission Impact	Covers the average cost of a blood drive.	Provides a full day of food and shelter to 15 families of 4	Covers the average cost of 2 local disaster responses

### MARKETING BENEFITS (DEADLINES APPLY)

Hero Award Alignment	Opportunity to co-present an award*	n/a	n/a
Print & Email Invitations	Logo	Logo	Name in Text
Website & Mobile Giving Platform	Logo	Logo	Name in Text
Social Media	Group "Thank you to Our Supporters" post on all platforms	n/a	n/a

### EVENT GUEST BENEFITS

Reserved Seats	1 table for 10 guests	1 table for 10 guests	1 half table of 5 guests
Table Signage	Logo	Logo	½ size logo
Digital and Printed Event Signage	Logo	Logo	Name in Text
Corning Area Reception	2 tickets	n/a	n/a
Ability to Live-Stream Breakfast at your Office	✓	✓	✓

### YOUR LASTING IMPACT

Alignment with the American Red Cross, one of the most recognized and trusted nonprofits worldwide	✓	✓	✓
<a href="#">American Red Cross Ready Rating Membership for your employees</a>	✓	n/a	n/a

\*Co-presentation opportunity is based on availability after Award Sponsors. Categories will be selected for co-presentation on a first-come-first-serve basis. All logo and media recognition opportunities associated with award presentation will be honored for co-presenters. Representatives from both companies may present the award together. You will be notified of your presentation status following the sponsorship commitment due date, March 24, 2023.

Questions?  
Contact Michael Rivera, Regional Philanthropy Officer  
[Michael.Rivera3@redcross.org](mailto:Michael.Rivera3@redcross.org)  
(607)-238-6187



## Southern Tier Real Heroes Breakfast Commitment Form

**All sponsorship commitments are due on March 24, 2023.** Please send the completed form to Michael Rivera, Regional Philanthropy Officer, or call for more information.

### SPONSORSHIP SELECTION

- Premier: \$15,000
- Hero Award: \$6,000
- Mission Moment: \$4,000
- Corporate Table: \$3,000
- Patron: \$1,500

### Award Category Preferences (\$4k+ donors; see page 7):

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**Our organization wishes to donate our table for the May 25<sup>th</sup> Breakfast to local Red Cross Volunteers and invites one of them to present the award on our company's behalf.**

### COMPANY INFORMATION FOR SPONSORSHIP

Company Name: \_\_\_\_\_

Contact Name & Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Billing Address: \_\_\_\_\_

### PREFERRED PAYMENT METHOD

- Check (payable to the American Red Cross. Memo: Southern Tier Real Heroes Breakfast)
- Credit Card (VISA, AMEX, MC, DISC)

Card Number: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ CCV: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Questions?  
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## LOGO RECOMMENDATIONS

We request that you adhere to the logo specifications below to ensure clarity, quality, and accuracy in all sponsorship benefits.

Marketing Contact Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**\*Logo for website is requested to be sent to us upon sponsorship confirmation\***

### Logo Specifications

- High-res logo (300 dpi/pixels)
- PNG or JPG file format
- Preference is for a transparent background
- Your company's graphic designer is a great reference point to work with

## SPONSORSHIP TASKS AND TIMELINES

To fulfill your Sponsorship benefits while respecting the timelines of our vendors and donors, we kindly ask you to submit the following items within the designated deadlines to Michael Rivera. The benefits outlined above are not mandated, and should you prefer to decline in the participation of any specific benefit noted, please notify Michael.

### Upon Confirmation of Support (last day to commit: March 24, 2023)

- Submit logo based on recommendations detailed above
- Indicate your award category preferences (Presenting, Award, & Mission Moment Sponsors). Please provide us with your top 3 choices in order on page 5.

### May 5, 2023

- Submit final guest list for the breakfast and the name of the company representative who will present the hero with their award (if applicable).
  - If you would like to forego your presentation benefit and invite a Red Cross volunteer to present on your behalf, please notify Michael of this.

### May 25, 2023

- Award presenter representatives arrive early for rehearsal (more details to follow closer to the event)
- All other guests, arrive at the DoubleTree for the Breakfast at 7 a.m.
- Everyone: Enjoy a morning celebrating the Southern Tier Chapter's Real Heroes!

Questions?  
Contact Michael Rivera, Regional Philanthropy Officer  
[Michael.Rivera3@redcross.org](mailto:Michael.Rivera3@redcross.org)  
(607)-238-6187



## **AWARD CATEGORIES**

Please provide us with your top 3 choices in order of preference on page 5.

**Animal Rescue:** Presented to the family of a pet who was instrumental in saving a life, or an individual who was instrumental in saving an animal's life.

**Blood Donor:** Presented to an individual or organization who has helped save lives through blood donations, created awareness of the importance of blood donations, helped to ensure a sufficient blood supply is available, and/or acted as a blood services advocate for the community.

**Education:** Presented to an individual or team who used life-saving skills to save the life of another in an educational setting, or an educator who had a significant impact inside or outside of the school.

**Fire Rescue:** Presented to a firefighter(s), volunteer or paid, whose life-saving actions exemplify the very highest standards of their calling.

**Good Neighbor:** Presented to an individual(s) or professional rescuer(s) involved in rescuing a person from a life-threatening situation or who had a meaningful impact in the life of another or the community.

**Good Samaritan - Adult (21+):** Presented to an individual(s) who used life-saving skills to save the life of another, or had a significant, meaningful impact upon the life of another.

**Good Samaritan - Youth (20 & under):** Presented to an individual(s) who used life-saving skills to save the life of another, or had a significant, meaningful impact upon the life of another.

**Law Enforcement:** Presented to a law enforcement officer whose life-saving actions exemplify the very highest standards of their calling.

**Medical:** Presented to a medical professional, organization, or individual whose life-saving action or preparedness exemplifies the very highest standards of their calling.

**Lifeline:** Presented to an individual, a 9-1-1 dispatcher or caller, paramedic, or EMT who utilized emergency communications, or preparedness, such as training or tools, to save the life of another.

**Military:** Presented to a member of the Armed Forces (active or former, commissioned or non-commissioned) whose life-saving actions or preparedness exemplify the very highest standards of their calling, or to a person/organization dedicated to veteran services.

**Workplace Safety:** Presented to a business owner, manager, or employee whose preparedness or life-saving actions exemplify the very highest standards of their calling.

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