



WESTERN NEW YORK'S

Real Heroes Celebration

November 14, 2025

Salvatore's Italian Gardens

Presented by Carolyn and John Yurtchuk and the



American Red Cross
of Western New York

Real Heroes Celebration

Real People, Real Heroes

Every now and then, an unselfish, extraordinary action on behalf of a neighbor, a co-worker, or even a stranger can change another person's destiny, and at the same time, our own.

In that moment...ordinary people become real heroes.

It is the selfless actions of others that the American Red Cross of Western New York relies on to provide help and hope to those in need of a blood transfusion, in the wake of a disaster, or support for our troops. The Real Heroes Celebration showcases those who share that same spirit by demonstrating courage through an act of heroism or dedication to their community through volunteerism.

Please join us as we pay tribute to these amazing individuals. Your support makes a difference to our very own neighbors who are helped by the Red Cross wherever the need is greatest.



\$500 can provide 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.



\$1,500 can cover 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.



\$3,000 can provide 93 military families with emergency communications regarding death or serious illness of a family member, birth of a child or grandchild or other emergencies.



\$5,000 can cover the cost of the average blood drive, plus testing and blood donor care.



\$7,500 can cover the cost of 441 smoke alarms, which the Red Cross installs in homes at no cost to the owner to prevent home fires, the most common disaster Red Cross volunteers respond to.



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

Please know that on average, 90 cents of every dollar donated to the American Red Cross goes to support mission delivery, not overhead. You can be assured that your support of our event will impact many lives across Western New York.

Thank you for supporting the life-changing work of the American Red Cross and Western New York's new class of Real Heroes.

In gratitude,



American Red Cross
of Western New York

Real Heroes Celebration

Event Sponsorship Opportunities and Benefits

	Marquee Sponsor	Director Sponsor	Star Sponsor
Sponsorship Value	\$10,000	\$7,500	\$5,000
Exclusivity	5 Slots Available	10 Slots Available	10 Slots Available
Event Guest Benefits			
Real Hero Award Presentation			Opportunity to co-present an award*
Priority Award Category Selection	Priority choice of award category (following the presenting sponsor)	2nd priority choice of award category (following presenting and marquee sponsors)	Award choice based on availability; first come, first serve basis
Reserved Seats	2 tables for 10 guests	1 table for 10 guests	1 table for 10 guests
Marketing Benefits			
Event Website and Mobile Giving Platform	Prominent logo placement on event websites with link to company website	Logo placement on event websites with link to company website	Logo placement on event websites with link to company website
Press and Communications	Recognition as award presenter with mentions of specified award	Recognition as award presenter with mentions of specified award	Recognition as award co-presenter with mentions of specified award*
Social Media	Mention as Award Presenter when hero video is shared on regional social media post-event	Mention as Award Presenter when hero video is shared on regional social media post-event	Mention as Award Co-Presenter when hero video is shared on regional social media post-event
Post-Event Benefits			
Hands-Only CPR Training for Your Employees			
Opportunity to Host a Local Blood Drive			

*Award Presentation opportunity is based on availability after Marquee and Director Sponsors. Please provide us with your award preferences upon confirmation of support should your business be able to present an award. You will be notified of your company's status as an award presenter after the sponsorship deadline (October 31, 2025).



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Event Sponsorship Opportunities and Benefits

	Fan Sponsor	Benefactor Sponsor	Friend of the Red Cross
Donation Value	\$3,000	\$1,500	\$500
Reserved Seats	1 table for 10 guests	Half a table for 5 guests	3 tickets
Marketing Benefits	Logo recognition on event website/ mobile giving platform and text recognition in event program	Text recognition on event website/mobile giving platform and event program	Text recognition on event website/mobile giving platform and event program

The sponsorship and donation benefits outlined are not mandated. Should you prefer to decline in the participation of any specific benefit noted, please notify your Red Cross Representative.

Hero Shoutouts and Additional Tickets

Can be purchased separately or in addition to any sponsorship.

Hero Slideshow Shoutouts

Share a photo and personalized message in honor of one or multiple heroes in the pre-event slideshow for everyone to see. Photos and messages must be submitted to your Red Cross Representative by November 7, 2025 to be included in the presentation.

- Full-Page Slide: \$100
- Half-Page Slide: \$75
- Quarter-Page Slide: \$50

Additional Tickets

Purchase extra tickets for your group at \$100 each. Guest names are due to your Red Cross Representative by November 7, 2025.

Honorary Committee

Show your support for our Real Heroes and the American Red Cross by joining the Honorary Committee. For \$225, members receive two tickets to the event and a half-page hero shoutout in the pre-event slideshow.



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Western New York Real Heroes Event Commitment Form

Please notify your Red Cross Representative of your participation in the event by October 31, 2025.
Guest lists are due to your Red Cross Representative by November 7, 2025.

Sponsorship Level

Marquee Sponsor (\$10,000)

Director Sponsor (\$7,500)

Star Sponsor (\$5,000)

Fan Sponsor (\$3,000)

Benefactor Sponsor (\$1,500)

Friend of the Red Cross (\$500)

Hero Shoutout and Ticket Add-Ons (select all that apply)

Full-Page Hero Shoutout (\$100)

Half-Page Hero Shoutout (\$75)

Quarter-Page Hero Shoutout (\$50)

Additional Tickets (\$100): _____

Honorary Committee Membership (\$225)

Award Category Preference (for Marquee, Director, and Star Sponsors)

1. _____
2. _____
3. _____

Company Information

Company Name (As you wish to appear in written event communication) _____

Contact Name & Title: _____

Email Address: _____

Phone Number: _____

Billing Address: _____

Method of Payment

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

Credit Card (VISA, AMEX, MC, DISC.)

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



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Western New York Real Heroes Award Categories

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 countless lives through blood donations or acted as an advocate for blood donations in the community.

Community Service

Presented to an organization or individual(s) whose cumulative contributions benefit the community.

Education

Presented to an educator or layperson who used life-saving skills to save the life of another in an educational setting or had a significant impact inside or outside of the school.

Fire Rescue

Presented to a firefighter or firefighters, volunteer or paid, whose life-saving actions exemplify the very highest standards of their calling.

Good Samaritan Adult (21+)

Presented to an individual 21 years or older 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 20 years or younger who used life-saving skills to save the life of another, or who 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.

Lifeline

Presented to a 9-1-1 dispatcher or caller who utilized emergency communications or preparedness to save the life of another.

Medical

Presented to a medical professional, EMS volunteer or organization whose life-saving action or preparedness exemplifies the very highest standards of their calling.

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 or organization dedicated to Veteran Services.

Workplace Safety

Presented to a business owner, manager, or employee whose preparedness or life-saving actions in response to a workplace emergency exemplify the very highest standards of their calling.



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