

2022 *Power of Red*

Honoring
NiSource Charitable Foundation
and
Columbia Gas



Thursday, May 12, 2022

Heinz History Center



**American
Red Cross**

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Join Us!

This year the American Red Cross will honor NiSource Charitable Foundation and Columbia Gas as the recipient of the Distinguished Leadership Award.

6:00 to 6:45 p.m.	Reception Drinks Hors d'oeuvres
6:45 to 7:30 p.m.	Main Event Award Presentation Mission Moment
7:30 to 9:30 p.m.	Evening of interactive entertainment, tapas, and lively music throughout the Heinz History Center

Sponsorship Opportunities

All sponsors will receive recognition, based on giving level, on video screens and from the podium at the event.

Title: \$50,000

- 24 tickets
- Recognition in event based social media (2 posts—one post pre-event, only Title donors highlighted, and one post after event listed first with other sponsors at top 3 levels)
- Mention in press release sent to media as Title sponsor
- Logo on full screen Title sponsor slide
- Verbal recognition during the event
- Logo & live link to sponsor website/homepage on event webpage

Hero: \$30,000

- 16 tickets
- Recognition in event based social media (1 post—after event social media post listed with other sponsors at top 3 levels)
- Mention in press release sent to the media
- Logo on full screen Hero sponsor slide
- Verbal recognition during the event
- Logo on event webpage

Champion: \$20,000

- 16 tickets
- Recognition in event based social media (1 post—after event social media post listed with other sponsors at top 3 levels);
- Mention in press release sent to the media
- ½ screen logo on Champion sponsor slide
- Verbal recognition during the event

Patron: \$10,000

- 8 tickets
- Mention in press release sent to the media;
- 1/3 screen logo on Patron sponsor slide;
- Verbal recognition during the event

Friend: \$6,000

- 8 tickets
- ¼ screen logo on Friend sponsor slide;
- Verbal recognition during the event

Underwriting Opportunities

Gifts to underwrite any of the following elements will be acknowledged on video screens at the event and on signage throughout the venue. These opportunities are available on a first-come, first-served basis.

Food	\$25,000	Printing	\$4,000
Beverages	\$10,000	Centerpieces and Decor	\$3,500
Reception	\$6,000	Audiovisuals	\$3,000
Entertainment	\$5,000	Volunteer Food	\$2,500

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Sponsorship Agreement Form

Sponsorship Opportunities:

- ☐ \$50,000 – Title
- ☐ \$30,000 – Hero
- ☐ \$20,000 – Champion
- ☐ \$10,000 – Patron
- ☐ \$6,000 – Friend

- ☐ \$6,000 – Reception
- ☐ \$5,000 – Entertainment
- ☐ \$4,000 – Printing
- ☐ \$3,500 – Centerpieces and Decor
- ☐ \$3,000 – Audiovisuals
- ☐ \$2,500 – Volunteer Food

Underwriting Opportunities:

- ☐ \$25,000 – Food
- ☐ \$10,000 – Beverages

_____ I am unable to attend. Enclosed
\$_____ is my tax-deductible donation.

Please provide the following contact information:

Company: _____ Main contact: _____

Address: _____

City, State, Zip: _____

Phone: _____ Email: _____

Your sponsorship is tax deductible. The value of goods and services received will be \$100 for each attendee. The American Red Cross is a tax-exempt, non-profit organization as described in section 501(c) (3) of the IRS Code for 1984, as amended.

Payment:

- ☐ Check ☐ Credit Card ☐ Please email me an invoice

Credit card information:

- ☐ Visa ☐ Discover ☐ MasterCard ☐ AmEx

Card Number _____ Exp. Date _____ Security Code _____

Signature _____

Make checks payable to: American Red Cross, 2801 Liberty, Avenue, Pittsburgh, PA 15222 | Memo: Power of Red

For more information, please contact **Connie Cavrich** at **412-522-3699** or connie.cavrich@redcross.org

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Who We Are

The humanitarian mission of the American Red Cross connects us to people and communities across the nation and around the world. The common bonds of humanity and compassion unite us, not just in the face of emergencies and disasters, but in helping our neighbors every day. Since being founded by Clara Barton in 1881, the Red Cross has been a consistent lifeline for people when they need us most. The depth and breadth of our services — whenever and wherever they're called for — is unmatched by any organization in the world.

Disaster Services

The Red Cross responds to approximately 64,000 disasters in the United States every year, ranging from home fires that affect a single family to hurricanes that affect tens of thousands, to earthquakes that impact millions. In these events, the Red Cross provides shelter, food, health, and mental health services to help families and entire communities get back on their feet.

Support for Military Families

The Red Cross helps military members, veterans and their families prepare for, cope with, and respond to the challenges of military service. Emergency communications, training, support to wounded warriors and veterans, and access to community resources help an average of 150,000 military families and veterans annually.

Health and Safety Training and Education

The Red Cross is the nation's leading provider of health and safety courses, such as CPR, First Aid, and Lifeguard training. Each year, more than 9 million Americans participate in our training programs, including first responders, educators, babysitters, and people who want to be prepared to help others in an emergency.

Blood Services

Your donations of blood are what make the American Red Cross the largest single supplier of blood and blood products in the United States. Each year, nearly 4 million people donate blood through the Red Cross, helping to provide more than 40% of America's blood supply.

International Services

The American Red Cross is a global leader in responding to emergencies, preparing for disasters, preventing disease and promoting humanitarian values.



**American
Red Cross**

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.



**American
Red Cross**

Southwestern PA Chapter
2801 Liberty Ave.
Pittsburgh, PA 15222

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