



Coastal Virginia Diverse Blood Donor Awareness & Education Series

Sponsorship Opportunities

**\$77 tests and matches blood for one unit of blood to be
used by a patient suffering from Sickle Cell Disease



**American
Red Cross**

Coastal Virginia Diverse Blood Donor Awareness & Education Series

Lead Partner:

\$25,000 covers the cost to test, type and match 325 units of blood for people suffering from Sickle Cell disease

- Highlighted recognition by Executive Director at the start of each community presentation
- 60-second commercial during the experience
- Introduce keynote speaker
- Top-tier logo included on all promotional materials
- Story spotlight in region-wide newsletter
- Logo and company recognition throughout the series
- Featured on social media platforms for 3 months (12,000+ subscribers)
- Two full-page ads in electronic event program with hyperlink to your website
- Top-tier logo recognition in primary local market newspaper
- Invitation to employees, customers, or clients to participate in streaming experience
- Customized employee engagement/team-building experience
- Framed thank-you letter from volunteer blood donor or grateful patient

\$15,000 covers the cost to test, type and match blood for 195 patients suffering from Sickle Cell disease

- Recognition by Executive Director during each community presentation
- 30-second commercial during the experience
- Logo included on all promotional materials
- Story spotlight in region-wide newsletter
- Logo and company recognition throughout the series
- Featured on social media platforms for 1 month
- Full-page ad in electronic event program with hyperlink to your website
- Logo recognition in primary local market newspaper
- Invitation to employees, customers, or clients to participate in streaming experience
- Framed thank-you letter from volunteer blood donor or grateful patient

\$10,000 covers the cost to test, type and match blood for 130 patients suffering from Sickle Cell disease

- Logo included on all promotional materials

- Logo recognition in region-wide newsletter
- Logo and company recognition throughout the series
- Featured on social media platforms for 1 month
- Half-page ad in electronic event program with hyperlink to your website
- Logo recognition in primary local market newspaper
- Invitation to employees, customers, or clients to participate in streaming experience
- Framed thank-you letter from volunteer blood donor or grateful patient

\$5,000 covers the cost to test, type and match blood for 65 patients suffering from Sickle Cell disease

- Company name included on all promotional materials
- Logo recognition in region-wide newsletter
- Logo and company recognition during the series
- Featured on social media platforms for 1 week
- Quarter-page ad in electronic event program with hyperlink to your website
- Invitation to employees, customers, or clients to participate in streaming experience
- Framed recognition certificate signed by Executive Director

\$1,540 covers the cost to test, type and match blood for 20 patients suffering from Sickle Cell disease

- Logo and company recognition during the series
- Social media recognition
- Invitation to employees, customers, or clients to participate in streaming experience
- Recognition certificate signed by Executive Director

\$770 covers the cost to test, type and match blood for 10 patients suffering from Sickle Cell disease

- Name recognition during the series
- Recognition certificate signed by Executive Director

\$385 covers the cost to test, type and match blood for 5 patients suffering from Sickle Cell disease

\$77 covers the cost to test, type and match blood for one unit of blood to be used by a patient suffering from Sickle Cell Disease