



# AMERICAN RED CROSS

## Resilient Community Project

### *American Red Cross Resilient Community Project*

#### **The Event**

The Cincinnati Tri-State Chapter of the American Red Cross is honored to present the **Resilient Community Project**. This fundraising event provides us with an opportunity to share our mission and help bridge racial, ethnic and minority disparities in the health status and quality of life for families in our most at-risk neighborhoods.

With an inspiring panel of humanitarians advocating for a more diverse, inclusive and equitable society, we hope to cultivate dialogue on the positive change we can create by uniting with purpose.

This special event allows us to highlight how inequities in health, housing and hunger are impacting our mission here locally as well as our DEI and Climate Change initiatives nationally. We will underscore these critical issues and an important part of our mission: to help people prevent, prepare for and respond to emergencies before disasters strike.

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**The sponsorships funds generated serve as an important source of revenue in supporting the life-saving Red Cross programs in the counties of Ohio — Butler, Warren, Brown, Clermont, and Hamilton; in Indiana — Dearborn and Ohio; and in Kentucky — Boone, Kenton, Campbell, and Grant. The Red Cross has been active in these communities since 1904. Thank you for supporting our mission and working towards a more equitable future for everyone, everywhere.**

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#### **Featured Non-Profits**

As part of our commitment to supporting the community and the mission of the Resilient Community Project, individual day-of-event donations will be equally distributed to three local health and well-being nonprofits who are working to progress the quality of life of our neighbors throughout the chapter.

**American Red Cross**  
Greater Cincinnati Tri-state

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## Resilient Community Project

### The Resilient Community Project

The American Red Cross Resilient Community Project aims to help bridge racial, ethnic and minority disparities in the health status and quality of life for families in at-risk neighborhoods.

Bringing together various organizations and agencies with a like-minded focus to bridge these gaps, the Resilient Community Project, is hosting a series of community events in these Greater Columbus communities. Families can participate in fun and educational activities, as well as onsite opportunities for physical and behavioral health screenings, diverse blood supply education, and life-saving trainings.

### Initiatives

- **Trainings:** Home safety preparedness, smoke alarm evacuation plans, hands-only CPR, first aid, babysitting, general water safety, Stop the Bleed Campaign and infant Safe Sleep practices.
- **Diverse Blood Supply Education:** Blood donations from minority groups, helps in the fight against cancer and finding a compatible match for someone with Sickle Cell Disease
- **Recruitment of Red Cross Disaster Response Volunteers** who can speak the same primary language and reflect the families they are helping to aid in a disaster.
- **Physical and behavioral health screenings,** in partnership with local healthcare organizations and volunteers. The lack of early diagnosis and basic healthcare access is a leading contributor to high mortality rates for minority groups and the biggest reason for inequality in their life expectancy.
- **Learning and engagement** with families, local leaders, and organizations of our community

### Sponsorship Opportunities

**Each sponsorship can be designated to any of the following American Red Cross missions.**

- **Where it is Needed Most** — Support all the urgent humanitarian local needs of the American Red Cross
- **Disaster Preparedness and Response** — Help people affected by local disasters big and small
- **Blood Services** — Help ensure life-saving blood and blood products are available and as safe as possible whenever and wherever it is needed
- **Sickle Cell Disease** — One of the most essential sickle cell treatments of all is a blood transfusion from a donor of the same race or similar ethnicity.
- **Fighting Cancer** — Nearly one-quarter of the nation's blood supply is needed for Cancer patients and to continue their life-saving treatments, donated platelets are critical in strengthening them after chemotherapy and radiation.



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## Resilient Community Project

### Presenting Sponsor \$100,000

As the exclusive Presenting Sponsor, your company can align itself with the American Red Cross in the most impactful way possible and highlight your support of our life-saving mission and the Resilient Community Project.

#### Ceremony Media Promotions

- Red Cross press release to Cincinnati Tri-State media outlets
  - ◊ Corporate Quote from your President/CEO
- Social Media marketing graphics designed with your company logo as the Presenting Sponsor
- Ceremony announcement emails
  - ◊ Three pre-ceremony and one post-ceremony
  - ◊ Prominent logo recognition
- Social Media posts on Red Cross Central & Southern Ohio Regional Facebook, Twitter, Instagram and LinkedIn platforms
  - ◊ Corporate quote post from your President/CEO
  - ◊ @mention of your company, tagged in post
  - ◊ Three pre-ceremony posts and one post-ceremony post
- URL link to the livestream ceremony for you to share with your organization
  - ◊ The livestream ceremony is free, has unlimited viewership and registration is not required to watch
  - ◊ A post-ceremony video link will also be provided

#### Ceremony Marketing Visibility

- “Why Now” Video or Statement
  - ◊ Opportunity to provide a 60 second video or 200-word statement: highlighting your company's commitment to creating a more diverse, equitable and inclusive future for our communities
  - ◊ This will be viewable during the event's social hour and livestream website
- Electronic and Print Booklet
  - ◊ E-Booklet is shared in email announcement and posted on event's livestream website
  - ◊ Prominent company logo recognition
  - ◊ Double page spread advertorial
- Event's livestream and Regional Red Cross websites recognition
  - ◊ Company logo linked to your website
- Prominent recognition on print and electronic Invitation
- Premier logo placement on all banners and signage

#### Ceremony Presence

- 25 Tickets for your guests to attend the ceremony's in-person social
  - ◊ Includes bites and beverages from some of Cincinnati Tri-State's best minority-owned eateries
  - ◊ Reserved prominent seating for your guests at the ceremony presentation
- Featured speaking opportunity for President/CEO for up to 2 minutes
- Verbal recognition as the Presenting Sponsor during the ceremony
- Premier logo placement throughout ceremony's livestream presentation

#### Resilient Community Project Recognition

- Logo included as Premier Partner on marketing graphics and media announcements
- Opportunity to host a station at each community event to engage, recruit and share any company branded resources and onsite health/safety trainings
- Prominent logo placement on signage and informational materials
- Press Release to all Cincinnati Tri-State media outlets
  - ◊ Quote from your President/CEO in leadership of this new initiative
- Promotional social media and email announcements for each community event
  - ◊ One @mention of your company, tagged in post
- Distinct company logo placement on Red Cross event website

#### Employee Engagement

- Opportunity to invite your entire organization to virtually watch the special panel discussion and showcase your support of the Resilient Community Project
  - ◊ Opportunity to engage your employees with volunteer opportunities at the community events



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## Resilient Community Project

### Humanity Sponsor \$50,000

As the Humanity Sponsor, your company can align itself with the American Red Cross in the most impactful way possible and highlight your support of our life-saving mission and the Resilient Community Project.

#### Ceremony Media Promotions

- Red Cross press release to all Cincinnati Tri-State media outlets
  - ◇ Company Mention
- Social Media marketing graphics designed with your company logo as the Humanity Sponsor
- Ceremony announcement emails
  - ◇ Three pre-ceremony and one post-ceremony
  - ◇ Prominent logo recognition
- Social Media posts on Red Cross Central & Southern Ohio Regional Facebook, Twitter, Instagram and LinkedIn platforms
  - ◇ @mention of your company, tagged in post
  - ◇ Three pre-ceremony posts and one post-ceremony post
- URL link to the livestream ceremony for you to share with your organization
  - ◇ The livestream ceremony is free, has unlimited viewership and registration is not required to watch
  - ◇ A post-ceremony video link will also be provided

#### Ceremony Marketing Visibility

- “Why Now” Video or Statement
  - ◇ Opportunity to provide a 45 second video or 200-word statement: highlighting your company's commitment to creating a more diverse, equitable and inclusive future for our communities
  - ◇ This will be viewable during the event's social hour and livestream website
- Electronic and Print Booklet
  - ◇ E-Booklet is shared in email announcement and posted on event's livestream website
  - ◇ Prominent company logo recognition
  - ◇ Double page spread advertorial
- Event's livestream and Regional Red Cross websites recognition
  - ◇ Company logo linked to your website
- Prominent recognition on print and electronic Invitation
- Prominent logo placement on all banners and signage

#### Ceremony Presence

- 20 Tickets for your guests to attend the ceremony's in-person social
  - ◇ Includes bites and beverages from some of Cincinnati Tri-State's best minority-owned eateries
  - ◇ Reserved prominent seating for your guests at the ceremony presentation
- Verbal recognition as the Humanity Sponsor during the ceremony
- Distinct logo placement throughout ceremony's livestream presentation

#### Resilient Community Project Recognition

- Logo included as Humanity Sponsor on marketing graphics and media announcements
- Opportunity to host a station at each community event to engage, recruit and share any company branded resources and onsite health/safety trainings
- Distinct logo placement on signage and informational materials
- Press Release to all Cincinnati Tri-State media outlets, company mention
- Promotional social media and email announcements for each community event
  - ◇ One @mention of your company, tagged in post
- Prominent company logo placement on Red Cross event website

#### Employee Engagement

- Opportunity to invite your entire organization to virtually watch the special panel discussion and showcase your support of the Resilient Community Project
- Opportunity to engage your employees with volunteer opportunities at the community events



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## Resilient Community Project

### Impartiality Sponsor \$25,000

As the Impartiality Sponsor, your company can align itself with the American Red Cross in the most impactful way possible and highlight your support of our life-saving mission and the Resilient Community Project.

#### Ceremony Media Promotions

- Red Cross press release to all Cincinnati Tri-State media outlets, company mention
- Social Media marketing graphics designed with your company logo as the Impartiality Sponsor
- Ceremony announcement emails
  - ◊ Three pre-ceremony and one post-ceremony
  - ◊ Distinct company logo recognition
- Social Media posts on Red Cross Central & Southern Ohio Regional Facebook, Twitter, Instagram and LinkedIn platforms
  - ◊ @mention of your company, tagged in post
  - ◊ Two pre-ceremony posts and one post-ceremony post
- URL link to the livestream ceremony for you to share with your organization
  - ◊ The livestream ceremony is free, has unlimited viewership, and registration is not required to watch
  - ◊ A post-ceremony video link will also be provided

#### Ceremony Marketing Visibility

- “Why Now” Video or Statement
  - ◊ Opportunity to provide a 45 second video or 200-word statement: highlighting your company's commitment to creating a more diverse, equitable, and inclusive future for our communities
  - ◊ This will be viewable during the event's social hour and livestream website
- Electronic & Print Booklet
  - ◊ E-Booklet is shared in email announcement and posted on event's livestream website
  - ◊ Distinct company logo recognition
  - ◊ Full page advertorial
- Event's livestream and Regional Red Cross websites recognition
  - ◊ Company logo linked to your website
- Company logo recognition on print and electronic Invitation
- Distinct logo placement on all banners and signage

#### Ceremony Presence

- 15 Tickets for your guests to attend the ceremony's in-person social
  - ◊ Includes bites and beverages from some of Cincinnati Tri-State's best minority-owned eateries
  - ◊ Reserved prominent seating for your guests at the ceremony presentation
- Verbal recognition as the Impartiality Sponsor during the ceremony
- Distinct logo placement throughout ceremony's livestream presentation

#### Resilient Community Project Recognition

- Logo included as Impartiality Sponsor on marketing graphics and media announcements
- Opportunity to host a station at each community event to engage, recruit, and share any company branded resources and onsite health/safety trainings
- Distinct logo placement on signage and informational materials
- Press Release to all Cincinnati Tri-State media outlets, company mention
- Promotional social media and email announcements for each community event
  - ◊ One @mention of your company, tagged in post
- Distinct company logo placement on Red Cross event website

#### Employee Engagement

- Opportunity to invite your entire organization to virtually watch the special panel discussion and showcase your support of the Resilient Community Project
- Opportunity to engage your employees with volunteer opportunities at the community events



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## Resilient Community Project

### Neutrality Sponsor \$15,000

As the Neutrality Sponsor, your company can align itself with the American Red Cross in the most impactful way possible and highlight your support of our life-saving mission and the Resilient Community Project.

#### Ceremony Media Promotions

- Ceremony announcement emails
  - ◇ Two pre-ceremony and one post-ceremony
  - ◇ Company logo recognition
- Social Media posts on Red Cross Central & Southern Ohio Regional Facebook, Twitter, Instagram and LinkedIn platforms
  - ◇ @mention of your company, tagged in post
  - ◇ Two pre-ceremony posts & one post-ceremony post
- URL link to the livestream ceremony for you to share with your organization
  - ◇ The livestream ceremony is free, has unlimited viewership, and registration is not required to watch
  - ◇ A post-ceremony video link will also be provided

#### Ceremony Marketing Visibility

- “Why Now” Video or Statement
  - ◇ Opportunity to provide a 30 second video or 200-word statement: highlighting your company’s commitment to creating a more diverse, equitable and inclusive future for our communities
  - ◇ This will be viewable during the event’s social hour and livestream website
- Electronic and Print Booklet
  - ◇ E-Booklet is shared in email announcement and posted on event’s livestream website
  - ◇ Company logo recognition
  - ◇ Full page advertorial
- Event’s livestream and Regional Red Cross websites recognition
  - ◇ Company logo linked to your website
- Distinct logo placement on all banners and signage

#### Ceremony Presence

- 12 Tickets for your guests to attend the ceremony’s in-person social
  - ◇ Includes bites and beverages from some of Cincinnati Tri-State’s best minority-owned eateries
- Distinct logo placement throughout ceremony’s livestream presentation

#### Resilient Community Project Recognition

- Logo included as Neutrality Sponsor on marketing graphics and media announcements
- Opportunity to host a station at each community event to engage, recruit, and share any company branded resources and onsite health/safety trainings
- Company logo placement on signage and informational materials
- Press Release to all Cincinnati Tri-State media outlets, company mention
- Promotional social media and email announcements for each community event
- Company logo placement on Red Cross event website

#### Employee Engagement

- Opportunity to invite your entire organization to virtually watch the special panel discussion and showcase your support of the Resilient Community Project
- Opportunity to engage your employees with volunteer opportunities at the community events



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## Resilient Community Project

### Independence Sponsor \$10,000

As the Independence Sponsor, your company can align itself with the American Red Cross in the most impactful way possible and highlight your support of our life-saving mission and the Resilient Community Project.

#### Ceremony Media Promotions

- Ceremony announcement emails
  - ◊ Two pre-ceremony and one post-ceremony
  - ◊ Company logo recognition
- Social Media posts with URL link to the ceremony's livestream event on Red Cross Central & Southern Ohio Regional Facebook, Twitter, Instagram and LinkedIn platforms for you to share with your organization
  - ◊ The ceremony's livestream event is free, has unlimited viewership and registration is not required to watch
  - ◊ A post-ceremony video link will also be provided

#### CEREMONY MARKETING VISIBILITY

- "Why Now" Video or Statement
  - ◊ Opportunity to provide a 30 second video or 200-word statement: highlighting your company's commitment to creating a more diverse, equitable and inclusive future for our communities
  - ◊ This will be viewable during the event's social hour and livestream website
- Electronic and Print Booklet
  - ◊ E-Booklet is shared in email announcement and posted on event's livestream website
  - ◊ Company logo recognition
  - ◊ 1/2-page advertorial
- Event's livestream and Regional Red Cross websites recognition
  - ◊ Company logo linked to your website
- Recognition on electronic Invitation
- Distinct logo placement on all banners and signage

#### Ceremony Presence

- 10 Tickets for your guests to attend the ceremony's in-person social
  - ◊ Includes bites and beverages from some of Cincinnati Tri-State's best minority-owned eateries
- Company logo placement throughout ceremony's livestream presentation

#### Resilient Community Project Recognition

- Logo included as Independence Sponsor on marketing graphics and media announcements
- Opportunity to host a station at each community event to engage, recruit, and share any company branded resources and onsite health/safety trainings
- Company logo placement on signage and informational materials
- Promotional social media and email announcements for each community event
- Company logo placement on Red Cross event website

#### Employee Engagement

- Opportunity to invite your entire organization to virtually watch the special panel discussion and showcase your support of the Resilient Community Project
- Opportunity to engage your employees with volunteer opportunities at the community events



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## Resilient Community Project

### Unity Sponsor \$5,000

As the Unity Sponsor, your company can align itself with the American Red Cross in the most impactful way possible and highlight your support of our life-saving mission and the Resilient Community Project.

#### Ceremony Media Promotions

- Ceremony announcement emails
  - ◊ One pre-ceremony and one post-ceremony
  - ◊ Company listed
- Social Media posts with URL link to the ceremony's livestream event on Red Cross Central & Southern Ohio Regional Facebook, Twitter, Instagram and LinkedIn platforms for you to share with your organization
  - ◊ The ceremony's livestream event is free, has unlimited viewership and registration is not required to watch
  - ◊ A post-ceremony video link will also be provided

#### Ceremony Marketing Visibility

- Electronic and Print Booklet
  - ◊ E-Booklet is shared in email announcement and posted on ceremony livestream website
  - ◊ Company logo recognition
  - ◊ Half-page advertorial
  - ◊ 200-word statement: highlighting your company's commitment to creating a more diverse, equitable and inclusive future for our communities
- Ceremony's livestream and Regional Red Cross websites recognition, company listed
- Recognition on electronic Invitation
- Company listed on ceremony signage

#### • Ceremony Presence

- 5 Tickets for your guests to attend the ceremony's in-person social
  - ◊ Includes bites and beverages from some of Cincinnati Tri-State's best minority-owned eateries
- Company listed throughout ceremony's livestream presentation

#### Resilient Community Project Recognition

- Company listed as Unity Sponsor on marketing graphics and media announcements
- Opportunity to host a station at each community event to engage, recruit, and share any company branded resources and onsite health/safety trainings
- Promotional social media and email announcements for each community event
- Company listed on Red Cross event website

#### Employee Engagement

- Opportunity to invite your entire organization to virtually watch the special panel discussion and showcase your support of the Resilient Community Project
- Opportunity to engage your employees with volunteer opportunities at the community events





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## Resilient Community Project

### Universality Sponsor \$3,000

As the Universality Sponsor, your company can align itself with the American Red Cross in the most impactful way possible and highlight your support of our life-saving mission and the Resilient Community Project.

#### Ceremony Media Promotions

- Ceremony announcement emails
  - ◊ One pre-ceremony and one post-ceremony
  - ◊ Company listed
- Social Media posts with URL link to the ceremony's livestream event on Red Cross Central & Southern Ohio Regional Facebook, Twitter, Instagram and LinkedIn platforms for you to share with your organization
  - ◊ The ceremony's livestream event is free, has unlimited viewership and registration is not required to watch
  - ◊ A post-ceremony video link will also be provided

#### Ceremony Marketing Visibility

- Electronic and Print Booklet
  - ◊ E-Booklet is shared in email announcement and posted on ceremony livestream website
  - ◊ Company listed
  - ◊ Quarter-page advertorial
  - ◊ 200-word statement: highlighting your company's commitment to creating a more diverse, equitable and inclusive future for our communities
- Ceremony's livestream and Regional Red Cross websites recognition, company listed
- Company listed on ceremony signage

#### Ceremony Presence

- 3 Tickets for your guests to attend the ceremony social
  - ◊ Includes bites and beverages from some of Cincinnati Tri-State's best minority-owned eateries
- Company listed in ceremony's livestream presentation

#### Resilient Community Project Recognition

- Company listed as Universality Sponsor on marketing graphics and media announcements
- Opportunity to host a station at each community event to engage, recruit, and share any company branded resources and onsite health/safety trainings
- Promotional social media and email announcements for each community event
- Company listed on Red Cross event website

#### Employee Engagement

- Opportunity to invite your entire organization to virtually watch the special panel discussion and showcase your support of the Resilient Community Project
- Opportunity to engage your employees with volunteer opportunities at the community events

