

HUMANITARIANS

OF THE YEAR

HONORING DR. AMY ACTON
AND COLUMBUS' HEALTHCARE COMMUNITY



**Battelle | Mount Carmel Health System | Nationwide Children's Hospital | OhioHealth
The Ohio State University Wexner Medical Center**

Virtual Livestream Event

March 23 2021

12:00 p.m. to 1:00 p.m.

EVENT OVERVIEW

The Humanitarian of the Year award presented annually by the American Red Cross of Central Ohio since 1997 honors local individuals who have great humanitarian concern for our community and make it a better place to live and work. Based on the Fundamental Principles of the Global Red Cross Movement—humanity, impartiality, neutrality, independence, volunteer service, unity and universality—the award focuses in the first of these principles—Humanity.

While recognizing the good work of these humanitarians the program allows us to share our story with community leaders and donors and serves as an important source of revenue for our Red Cross Chapter. The funds generated support life-saving Red Cross services and programs in Franklin, Delaware and Union Counties.

Because of the unprecedented challenges presented by COVID-19 this year's event will be held virtually. The Livestreamed ceremony will highlight amazing stories of nurses, doctors, respiratory therapists and volunteers from Ohio health care organizations and thank them for dedicating their time and talents to securing a healthy future for our community.

Throughout these challenging times we continue our mission to prevent and alleviate human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors.



PAST HUMANITARIANS OF THE YEAR HONOREES

- 1997 Dimon McFerson
- 1998 John G. & Jeanne McCoy
- 1999 Frank Wobst*
- 2000 John H. McConnell*
- 2001 Reverend Leon Troy
- 2002 Loann W. Crane
- 2003 Alex Shumate
- 2004 Teckie Shackelford
- 2005 Robert Weiler Sr.
- 2006 Nancy Jeffrey*
- 2007 Ann & Ron Pizzuti
- 2008 Carl F. Kohrt Ph.D.
- 2009 The Ingram Family
- 2010 Jay and Jeanie Schottenstein
- 2011 Michael G. Morris
- 2012 Larry and Donna James
- 2013 Ohio National Guard
- 2014 The Crane Family
- 2015 Thomas Feeney
- 2016 Nationwide
- 2017 The Grote Family
- 2018 Dr. Arthur G. H. Bing
- 2019 The Honorable Yvette McGee Brown
- 2020 Jack & Suzi Hanna

**deceased*

SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR \$35,000

Covers the average cost of stocking an ERV with needed supplies for 3 days running a blood drive and opening or preparing a shelter for 1 night.

As the Presenting Sponsor your company is provided with the opportunity to align itself with the Humanitarians of the Year Award in one of the most prominent ways possible — highlighting your support of the Red Cross mission as well as the incredible philanthropic work the healthcare community provided throughout the unprecedented challenges posed by COVID-19 on our community. This provides significant marketing exposure for your company.

Media Promotions

- Red Cross press release to Central Ohio media outlets
 - Corporate quote from your President/CEO
- Custom event marketing designed specifically for your organization and employees to share on social media platforms and in company communications
 - Your company logo included on all Red Cross digital marketing graphics
 - Opportunity to use Red Cross logo (guidelines provided)

**Event Marketing is displayed on Central & Southern Ohio Region Red Cross Facebook, Instagram and Twitter pages for one month prior to event*

- Event announcement emails leading up to the event
 - Company logo linked to your website
- Social media posts on Facebook, Twitter, Instagram and LinkedIn
 - Corporate quote from your President/CEO
 - Two posts in advance of event and one post-event “thank you”
- Pre-event promotional videos to share on your social media platforms and employees with prominent company recognition as the Presenting Sponsor
 - Opportunity for President/CEO to pre-record a welcome introduction message (up to 30 seconds)
- Link to ceremony livestream for you to share with your organization

Marketing Visibility

- Up to 60 second company video in support of the event or about your organization posted on our event
- Livestreaming platform
- Electronic event program — sent out day before the event to sponsored guests
 - Company logo linked to your website
- Livestreaming platform and event registration website recognition
 - Landing page on both sites: company logo linked to your website
- Recognition on print & electronic Save the Date postcard
- Recognition on the front of print & electronic formal invitation
- Full-page advertorial in event program

Ceremony Presence

- Opportunity to do a pre-recorded or live message to introduce Honoree Dr. Amy Acton, former Director Ohio Department of Health
- Verbal recognition as the Presenting Sponsor and “thank you”
- Premier logo placement throughout ceremony livestream presentation

Employee Engagement

- Opportunity to invite your organization to be a part of this special ceremony and see first-hand the critical Red Cross services and programs you are supporting
- Opportunity for employees to take part in Missing Maps and/or virtual Red Cross Ready class

SPONSORSHIP OPPORTUNITIES

FRONTLINE SPONSOR \$25,000

Covers the average cost of stocking an ERV with needed supplies for 3 days and provides food and shelter for a family of 4 for 5 days.

As the Frontline Sponsor your company is provided with the opportunity to align itself with the Humanitarians of the Year Award in one of the most prominent ways possible — highlighting your support of the Red Cross mission as well as the incredible philanthropic work the healthcare community provided throughout the unprecedented challenges posed by COVID-19 on our community. This provides significant marketing exposure for your company.

Media Promotions

- Red Cross press release to Central Ohio media outlets
 - Corporate mention
- Custom event marketing designed specifically for your organization and employees to share on social media platforms and in company communications
 - Branded event graphics designed exclusively with your company logo
 - Opportunity to use Red Cross logo (guidelines provided)

**Event Marketing is displayed on Central & Southern Ohio Region Red Cross Facebook, Instagram and Twitter pages for one month prior to event*

- Event announcement emails leading up to the event
 - Company logo linked to your website
- Social media posts on Facebook, Twitter, Instagram and LinkedIn
 - Corporate mention
 - One post before and after the event
- Pre-event promotional videos to share on your social media platforms and employees with company recognition as the Frontline Sponsor
- Link to ceremony livestream for you to share with your organization

Marketing Visibility

- 30 second company video in support of the event or about your organization posted on our event
- Livestreaming platform
- Electronic program — sent out day before the event
 - Company logo linked to your website
- Livestreaming platform and event registration website recognition
 - Landing page on both sites: company logo linked to your website
- Recognition on print & electronic Save the Date postcard
- Recognition on print & electronic formal invitation
- Full-page advertorial in event program

Ceremony Presence

- Opportunity to do a pre-recorded or live introduction of Ohio National Guard representative
- Verbal recognition as our Frontline Sponsor and “thank you”
- Prominent logo placement throughout ceremony livestream presentation

Employee Engagement

- Opportunity to invite your organization to be a part of this special ceremony and see first-hand the critical Red Cross services and programs you are supporting
- Opportunity for employees to take part in Missing Maps and virtual Red Cross Ready class

SPONSORSHIP OPPORTUNITIES

LEADERSHIP SPONSOR \$15,000

Gives shelter, comfort and support to 20 families following a devastating home fire.

As the Leadership Sponsor your company is provided with the opportunity to align itself with the Humanitarians of the Year Award in one of the most prominent ways possible—highlighting your support of the Red Cross mission as well as the incredible philanthropic work the healthcare community provided throughout the unprecedented challenges posed by COVID-19 on our community. This provides marketing exposure and significant recognition throughout the event.

Media Promotions

- Red Cross press release to Central Ohio media outlets
 - Corporate mention
- Custom event marketing designed specifically for your organization and employees to share on social media platforms and in company communications
 - Branded event graphics designed exclusively with your company logo
 - Opportunity to use Red Cross logo (guidelines provided)

**Event Marketing is displayed on Central & Southern Ohio Region Red Cross Facebook, Instagram and Twitter pages for one month prior to event*

- Event announcement emails leading up to the event
 - Company logo linked to your website
- Social media posts on Facebook, Twitter, Instagram and LinkedIn
 - Corporate mention
 - One post before and after the event
- Pre-event promotional videos to share on your social media platforms and employees with company recognition as the Leadership Sponsor
- Link to ceremony livestream for you to share with your organization

Marketing Visibility

- 30 second company video in support of the event or about your organization posted on our event
- livestreaming platform
- Electronic program—sent out day before the event
 - Company logo linked to your website
- Livestreaming platform and event registration website recognition
 - Landing page on both sites: company logo linked to your website
- Recognition on print & electronic Save the Date postcard
- Recognition on print & electronic formal invitation
- Full-page advertorial in event program

Ceremony Presence

- Opportunity to do a pre-recorded or live introduction of Health Care Provider or Honoree Story
- Verbal recognition as our Leadership Sponsor and “thank you”
- Company logo included throughout ceremony livestream presentation

Employee Engagement

- Opportunity to invite your organization to be a part of this special ceremony and see first-hand the critical Red Cross services and programs you are supporting
- Opportunity for employees to take part in Missing Maps and virtual Red Cross Ready class

SPONSORSHIP OPPORTUNITIES

ESSENTIAL WORKERS SPONSOR \$10,000

Covers the average cost of opening or preparing a shelter for 1 night and the cost to deploy a Red Cross volunteer to an operation.

As the Essential Workers Sponsor your company is provided with the opportunity to align itself with the Humanitarians of the Year Award honoring the philanthropic work the healthcare community provided throughout the unprecedented challenges posed by COVID-19 on our community. This provides marketing exposure and significant recognition throughout the event. Unless noted otherwise these are co-alignment opportunities with one or more companies sharing sponsorship.

Media Promotions

- Red Cross press release to Central Ohio media outlets
 - Corporate mention
- Custom event marketing designed specifically for your organization and employees to share on social media platforms and in company communications
 - Branded event graphics designed exclusively with your company logo

**Event Marketing is displayed on Central & Southern Ohio Region Red Cross Facebook, Instagram and Twitter pages for one month prior to event*

- Event announcement emails leading up to the event
 - Company logo linked to your website
- Social media posts on Facebook, Twitter, Instagram and LinkedIn
 - Company listed
 - One post before and after the event
- Pre-event promotional videos to share on your social media platforms and employees with company recognition as the Essential Workers Sponsor
- Link to ceremony livestream for you to share with your organization

Marketing Visibility

- Electronic program — sent out day before the event
 - Company logo linked to your website
- Livestreaming platform and event registration website recognition
 - Landing page on both sites: company logo linked to your website
- Full-page advertorial in event program

Ceremony Presence

- Verbal recognition as our Essential Workers Sponsor and “thank you”
- Company logo included throughout ceremony livestream presentation

Employee Engagement

- Opportunity to invite your organization to be a part of this special ceremony and see first-hand the critical Red Cross services and programs you are supporting
- Opportunity for employees to take part in Missing Maps and virtual Red Cross Ready class

SPONSORSHIP OPPORTUNITIES

VOLUNTEER HERO SPONSOR \$7,500

Covers the cost of conducting a Sound the Alarm event and the cost to deploy 2 Red Cross volunteers to an operation.

As the Volunteer Hero Sponsor your company is provided with the opportunity to align itself with the Humanitarians of the Year Award honoring the philanthropic work the healthcare community provided throughout the unprecedented challenges posed by COVID-19 on our community. This provides marketing exposure and significant recognition throughout the event. Unless noted otherwise these are co-alignment opportunities with one or more companies sharing sponsorship.

Media Promotions

- Custom event marketing designed for your organization and employees to share on social media platforms and in company communications

**Event Marketing is displayed on Central & Southern Ohio Region Red Cross Facebook, Instagram and Twitter pages for one month prior to event*

- Event announcement emails leading up to the event: company listed
- Pre-event promotional videos to share on your social media platforms and employees with company recognition as the Volunteer Hero Sponsor
- Link to ceremony livestream for you to share with your organization

Marketing Visibility

- Electronic program — sent out day before the event
 - Company logo linked to your website
- Livestreaming platform and event registration website recognition
 - Landing page on both sites: company logo linked to your website
- Full-page advertorial in event program

Ceremony Presence

- Verbal recognition as our Volunteer Hero Sponsor and “thank you”
- Company logo included throughout ceremony livestream presentation

Employee Engagement

- Opportunity to invite your organization to be a part of this special ceremony and see first-hand the critical Red Cross services and programs you are supporting
- Opportunity for employees to take part in Missing Maps and virtual Red Cross Ready class

SPONSORSHIP OPPORTUNITIES

PATIENT ADVOCACY SPONSOR \$5,000

Covers the cost of conducting a Sound the Alarm event and provides food and shelter for a family of 4 for 5 days.

As the Patient Advocacy Sponsor, your company is provided with the opportunity to align itself with the Humanitarians of the Year Award honoring the philanthropic work the healthcare community provided throughout the unprecedented challenges posed by COVID-19 on our community. This provides marketing exposure and significant recognition throughout the event. Unless noted otherwise these are co-alignment opportunities with one or more companies sharing sponsorship.

Media Promotions

- Custom event marketing designed for your organization and employees to share on social media platforms and in company communications

**Event Marketing is displayed on Central & Southern Ohio Region Red Cross Facebook, Instagram and Twitter pages for one month prior to event*

- Event announcement emails leading up to the event: company listed
- Pre-event promotional videos to share on your social media platforms and employees with company recognition as the Patient Advocacy Sponsor
- Link to ceremony livestream for you to share with your organization

Marketing Visibility

- Electronic program — sent out day before the event
 - Company logo linked to your website
- Livestreaming platform and event registration website recognition
 - Landing page on both sites: company listed
- Full-page advertorial in event program
- Ceremony presence
- Verbal recognition as our Patient Advocacy Sponsor
- Company listed in ceremony livestream presentation

Employee Engagement

- Opportunity to invite your organization to be a part of this special ceremony and see first-hand the critical Red Cross services and programs you are supporting
- Opportunity for employees to take Missing Maps and virtual Red Cross Ready class

SPONSORSHIP OPPORTUNITIES

MASK-UP OHIO SPONSOR \$3,000

Provides food and shelter for three families of 4 for 5 days

As the Mask-Up Ohio Sponsor, your company is provided with the opportunity to align itself with the Humanitarians of the Year Award honoring the philanthropic work the healthcare community provided throughout the unprecedented challenges posed by COVID-19 on our community. This provides marketing exposure and significant recognition throughout the event. Unless noted otherwise these are co-alignment opportunities with one or more companies sharing sponsorship.

Media Promotions

- Custom event marketing designed for your organization and employees to share on social media platforms and in company communications

**Event Marketing is displayed on Central & Southern Ohio Region Red Cross Facebook, Instagram and Twitter pages for one month prior to event*

- Event announcement emails leading up to the event: company listed
- Pre-event promotional videos to share on your social media platforms and employees with company recognition as the Mask-Up Ohio Sponsor
- Link to ceremony livestream for you to share with your organization

Marketing Visibility

- Electronic program — sent out day before the event
 - Company logo linked to your website
- Livestreaming platform and event registration website recognition
 - Landing page on both sites: company listed
- Half-page advertorial in event program
- Ceremony Presence
- Company listed in ceremony livestream presentation

Employee Engagement

- Opportunity to invite your organization to be a part of this special ceremony and see first-hand the critical Red Cross services and programs you are supporting
- Opportunity for employees to take part in Missing Maps and virtual Red Cross Ready class

SPONSORSHIP OPPORTUNITIES

ACTION AMY SPONSOR \$1,500

Covers the cost of 2 local disaster responses and the cost of Red Cross cleanup kits for 5 families.

As the Action Amy Sponsor, your company is provided with the opportunity to align itself with the Humanitarians of the Year Award honoring the philanthropic work the healthcare community provided throughout the unprecedented challenges posed by COVID-19 on our community. Unless noted otherwise these are co-alignment opportunities with one or more companies sharing sponsorship.

Media Promotions

- Custom event marketing designed for your organization and employees to share on social media platforms and in company communications

**Event Marketing is displayed on Central & Southern Ohio Region Red Cross Facebook, Instagram and Twitter pages for one month prior to event*

- Event announcement emails leading up to the event: company listed
- Pre-event promotional videos to share on your social media platforms and employees with company recognition as the Action Amy Sponsor
- Link to ceremony livestream for you to share with your organization

Marketing Visibility

- Electronic program — sent out day before the event
 - Company logo linked to your website
- Livestreaming platform and event registration website recognition
 - Landing page on both sites: company listed

Ceremony Presence

- Company listed in ceremony livestream presentation

Employee Engagement

- Opportunity to invite your organization to be a part of this special ceremony and see first-hand the critical Red Cross services and programs you are supporting
- Opportunity for employees to take part in Missing Maps and virtual Red Cross Ready class



SPONSOR COMMITMENT FORM

- | | |
|--|--|
| <input type="checkbox"/> \$35,000 Presenting Sponsor | <input type="checkbox"/> \$7,500 Volunteer Hero Sponsor |
| <input type="checkbox"/> \$25,000 Frontline Sponsor | <input type="checkbox"/> \$5,000 Patient Advocacy Sponsor |
| <input type="checkbox"/> \$15,000 Leadership Sponsor | <input type="checkbox"/> \$3,000 Mask-Up Ohio Sponsor |
| <input type="checkbox"/> \$10,000 Essential Workers Sponsor | <input type="checkbox"/> \$1,500 Action Amy Sponsor |

CONTACT INFORMATION

Name/Company (as it should appear on applicable materials)

Contact Name

Email

Phone

Address

City

State

Zip

PAYMENT INFORMATION

- Please send an invoice
- Check (made payable to American Red Cross)
- Credit Card: Visa MC AmEx Discover

Name as it appears on card

Card Number

Expiration Date

Signature

Company Name (as it should appear on applicable materials)

All sponsors are requested to submit company logo in high resolution JPEG (minimum 300 dpi) file.

Return to

American Red Cross Central & Southern Ohio Region
995 East Broad St., Columbus, OH 43205