



2022 Miami Valley Ohio Chapter

★ ★ **HUMANITARIAN OF THE YEAR AWARD** ★ ★

Honoring

The Dayton Dragons

Presented by



Sponsorship Opportunities

American Red Cross
Miami Valley Ohio



American Red Cross
Miami Valley Ohio

2022 Miami Valley Ohio Chapter

★ ★ **HUMANITARIAN OF THE YEAR AWARD** ★ ★

Honoring

The Dayton Dragons

Tuesday, February 1, 2022

9:00 am to 10:00 am EST | Livestream Event | mvhumanitarians.givesmart.com



The inaugural Humanitarian of the Year award, presented by the American Red Cross of the Miami Valley Ohio Chapter, is honoring the Dayton Dragons. This inspiring organization has demonstrated great humanitarian concern for our community and has made our community a better place to live and work. Based on the Fundamental Principles of the World Red Cross Movement — humanity, impartiality, neutrality, independence, volunteer service, unity and universality — the award finds focus in the first of these principles — Humanity.

While recognizing these good neighbors for their humanitarian work, the event also serves as an important source of revenue for our local Red Cross Chapter. The funds generated by this virtual event supports the life-saving services and programs of the Red Cross in Hardin, Logan, Shelby, Champaign, Clark, Madison, Greene, Miami, Montgomery, Darke and Preble counties. The Red Cross has been active in these communities since 1917, and with events like this one, will remain so well into the future.

This Humanitarian of the Year Event will also give us a chance to share our story with the community and its' leaders. We leverage this event as an opportunity to address current, pertinent issues while underscoring the importance of our mission: to help people prevent, prepare for and respond to emergencies before disasters strike.



Presenting Sponsor \$15,000

Covers the cost of opening a shelter for one night, conducting a sound the alarm event, and provides clean up kits for 40 families.

As the Presenting Sponsor, your company is provided with the opportunity to align itself with the Humanitarian 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 Dayton Dragons have provided throughout our Miami Valley community. This provides exclusive marketing exposure and benefits for your company.

Media Promotions

- Red Cross Press Release to Miami Valley and Greater Cincinnati Tri-State media outlets
 - *Corporate Quote from your President/CEO*
- Event Social Media Marketing Graphics designed with your company logo as the Presenting Sponsor
- Event Announcement Emails as Presenting Sponsor
 - *Two pre-event & One post-event*
 - *Prominent Logo Recognition*
- Social Media Posts on Red Cross Central & Southern Ohio Regional Facebook, Twitter, Instagram, and LinkedIn platforms
 - *Special Corporate Quote Post from your President/CEO*
 - *@mention of your company, tagged in post*
 - *Two pre-event posts & One post-event post*
- URL Link to Livestream Event for you to share with your organization
 - *Livestream Event is free, has unlimited viewership, and registration is not required to watch*

Marketing Visibility

- Opportunity for you to provide a Company Video, up to 60 seconds, in support of the event and/or about your organization, posted on Event Livestream Website for up to two weeks leading up to ceremony
- Electronic Event Program
 - *Sent out in pre-event email announcement and posted on Event Livestream Website*
 - *Prominent Company Logo Recognition*
- Event Livestream and Red Cross Websites Recognition
 - *Landing Page on both sites: Company Logo linked to your website*
- Recognition on print & electronic Invitation
- Full-page advertorial in electronic event program

Ceremony Presence

- Opportunity for President/CEO to pre-record a Welcome Introduction Message (up to 30 Seconds)
- 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



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Home Run Sponsor \$10,000

Covers the cost of opening a shelter for one night

As the Home Run Sponsor, your company is provided with the opportunity to align itself with the Humanitarian 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 Dayton Dragons have provided throughout our Miami Valley 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 Miami Valley and Greater Cincinnati Tri-State media outlets
 - *Corporate Mention of your support*
- Event Announcement Emails as the Home Run Sponsor
 - *Two pre-event & One post-event*
 - *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-event posts & One post-event post*
- URL Link to Livestream Event for you to share with your organization
 - *Livestream Event is free, has unlimited viewership, and registration is not required to watch*

Marketing Visibility

- Opportunity for you to provide a Company Video, up to 45 seconds, in support of the event and/or about your organization, posted on Red Cross Event Website for up to two weeks leading up to ceremony
- Electronic Event Program
 - *Sent out in pre-event email announcement and posted on Event Livestream Website*
 - *Company Logo recognition*
- Event Livestream and Red Cross Websites Recognition
 - *Landing Page on both sites: Company Logo linked to your website*
- Recognition on electronic Invitation
- Full-page advertorial in electronic event program

Ceremony Presence

- Verbal recognition as the Home Run 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



American Red Cross
Miami Valley Ohio

Seventh Inning Stretch Sponsor \$7,500

Covers the cost to deploy a Shelter Auxiliary Trailer and provides a full day of food and shelter to a family of 4

As the Seventh Inning Stretch Sponsor, your company is provided with the opportunity to align itself with the Humanitarian 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 Dayton Dragons have provided throughout our Miami Valley 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

- Event Announcement Emails as the Seventh-inning Stretch Sponsor
 - *One pre-event & One post-event*
 - *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*
 - *One pre-event post & One post-event post*
- URL Link to Livestream Event for you to share with your organization
- Livestream Event is free, has unlimited viewership, and registration is not required to watch

Marketing Visibility

- Electronic Event Program
 - *Sent out in pre-event email announcement and posted on Event Livestreaming Website*
 - *Company Logo Recognition*
- Event Livestreaming and Red Cross Websites Recognition
 - *Landing Page on both sites: Company Logo linked to your website*
- Recognition on electronic Invitation
- Full-page advertorial in electronic event program

Ceremony Presence

- Verbal recognition as the Seventh-inning Stretch Sponsor and “thank you”
- Company Logo in Livestream Event 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



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Base Hit Sponsor \$5,000

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

As the Base Hit Sponsor, your company is provided with the opportunity to align itself with the Humanitarian 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 Dayton Dragons have provided throughout our Miami Valley 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

- Event Announcement Emails as the Base Hit Sponsor
 - *Company Logo Recognition*
 - *One pre-event & One post event*
- Social Media Posts with URL link to Livestream Event on Red Cross Central & Southern Ohio Regional Facebook, Twitter, Instagram, and LinkedIn platforms for you to share with your organization
 - *Livestream Event is free, has unlimited viewership, and registration is not required to watch*

Marketing Visibility

- Electronic Event Program
 - *Sent out in pre-event email announcement and posted on Event Livestream Website*
 - *Company Logo Recognition*
- Event Livestream and Red Cross Websites Recognition
 - *Landing Page on both sites: Company Logo linked to your website*
- Recognition on electronic Invitation
- Full page advertorial in electronic event program

Ceremony Presence

- Company Logo in Livestream Event 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



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Dragons Sponsor \$2,500

Provides food and shelter for two families of 4 for 5 days and covers the cost of Red Cross cleanup kits for 20 families

As the Dragons Sponsor, your company is provided with the opportunity to align itself with the Humanitarian 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 Dayton Dragons have provided throughout our Miami Valley 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

- Event Announcement Emails as the Dragons Sponsor
 - *Company Listed*
 - *One pre-event & One post event*
- Social Media Posts with URL link to Livestream Event on Red Cross Central & Southern Ohio Regional Facebook, Twitter, Instagram, and LinkedIn platforms for you to share with your organization
 - *Livestream Event is free, has unlimited viewership, and registration is not required to watch*

Marketing Visibility

- Electronic Event Program
 - *Sent out in pre-event email announcement and posted on Event Livestream Website*
 - *Company Listed*
- Event Livestream and Red Cross Websites Recognition
 - *Landing Page on both sites: Company Listed*
- Recognition on electronic Invitation
- 1/2 page advertorial in electronic event program

Ceremony Presence

- Company Listed in Livestream Event 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



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Slugger Sponsor \$1,500

Provides food and shelter for a family of 4 for 5 days and covers the cost of Red Cross cleanup kits for 20 families

As the Slugger Sponsor, your company is provided with the opportunity to align itself with the Humanitarian of the Year Award — highlighting your support of the Red Cross Mission as well as the incredible philanthropic work the Dayton Dragons have provided throughout our Miami Valley 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

- Event Announcement Emails as the Dragons Sponsor
 - *Company Listed*
 - *One pre-event & One post event*
- Social Media Posts with URL link to Livestream Event on Red Cross Central & Southern Ohio Regional Facebook, Twitter, Instagram, and LinkedIn platforms for you to share with your organization
 - *Livestream Event is free, has unlimited viewership, and registration is not required to watch*

Marketing Visibility

- Electronic Event Program
 - *Sent out in pre-event email announcement and posted on Event Livestream Website*
 - *Company Listed*
- Event Livestream Website Recognition
 - *Company Listed*
 - *1/4 page advertorial in electronic event program*

Ceremony Presence

- Company Listed in Livestream Event 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



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Miami Valley Ohio

2022

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Sponsor Commitment Form

Sponsorship Levels

- | | |
|---|--|
| <input type="checkbox"/> \$15,000 Presenting Sponsor | <input type="checkbox"/> \$10,000 Home Run Sponsor |
| <input type="checkbox"/> \$7,500 Seventh Inning Stretch Sponsor | <input type="checkbox"/> \$5,000 Base Hit Sponsor |
| <input type="checkbox"/> \$2,500 Dragons Sponsor | <input type="checkbox"/> \$1,500 Slugger Sponsor |

Contact Information

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

Contact Name _____

Email _____ Phone _____

Address _____

City _____ State _____ Zip _____

Sponsorship Levels

- ☐ 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) _____

Return to: American Red Cross Miami Valley Ohio Chapter | 370 West 1st Street, Dayton OH 45207

For more information please contact Laura Shepherd at Laura.Shepherd@redcross.org