

AMERICAN RED CROSS GREATER CINCINNATI TRI-STATE

# FRONTLINE HEROES

— A VIRTUAL LIVESTREAM EVENT —



**April 12, 2021**

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

## EVENT OVERVIEW

The Frontline Heroes award, presented by the American Red Cross of Greater Cincinnati, honors local individuals, who have provided greater humanitarian care for our community and make it a better place to live and work. The award focuses on the Fundamental Principles of the World Red Cross Movement—humanity, impartiality, neutrality, independence, volunteer service, unity and universality.

While recognizing the good work of these inspiring 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 Ohio: Butler, Warren, Brown, Clermont, Hamilton. Indiana: Dearborn, Ohio. Kentucky: Boone, Kenton, Campbell and Grant.

Because of the unprecedented challenges presented by COVID-19, this inaugural event will be held virtually. The live-streamed ceremony will highlight amazing stories of frontline workers from our community and thank them for dedicating their time and talents to securing a safe and healthy future for our families.

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.



## SPONSORSHIP OPPORTUNITIES

### PRESENTING 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 Presenting Sponsor, your company is provided with the opportunity to align itself with the Frontline Heroes Award in one of the most prominent ways possible — highlighting your support of the Red Cross Mission as well as the incredible work our frontline workers have provided throughout the unprecedented challenges posed by COVID-19 on our community. This provides exclusive marketing exposure and benefits for your company.

#### Media Promotions

- Red Cross Press Release to Greater Cincinnati Tri-State 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, Twitter and LinkedIn pages for two weeks 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 video 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 and registered 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 welcome pre-recorded or live message kick-off for the ceremony
- 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 \$15,000

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

As the Frontline Sponsor your company is provided with the opportunity to align itself with the Frontline Heroes Award — highlighting your support of the Red Cross Mission as well as the incredible work our frontline workers have 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 Greater Cincinnati Tri-State 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, Twitter and LinkedIn pages for two weeks 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 video 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 a Red Cross Volunteer highlighting their story
- 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

### 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 Frontline Heroes Award — highlighting your support of the Red Cross Mission as well as the incredible work our frontline workers have 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 Greater Cincinnati Tri-State media outlets
  - Corporate Mention
- 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, Twitter and LinkedIn pages for two weeks 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 video 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
- 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 a Frontline Hero Honoree
- 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

### FIRST RESPONDER 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 First Responder Sponsor, your company is provided with the opportunity to align itself with the Frontline Heroes Award — highlighting your support of the Red Cross Mission as well as the incredible work our frontline workers have 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

- 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, Twitter and LinkedIn pages for one two weeks prior to event*

- Event Announcement Emails leading up to the event: Company Listed
- Pre-event promotional video to share on your Social Media platforms and employees with Company recognition as the First Responder 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
- Verbal recognition as our First Responder Sponsor and “thank you”
- Company logo included throughout ceremony livestream presentation

#### Ceremony Presence

- Opportunity to do a pre-recorded or live introduction of a Frontline Hero Honoree
- Verbal recognition as our First Responder 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 Missing Maps and virtual Red Cross Ready class

## SPONSORSHIP OPPORTUNITIES

### **MASK-UP TRI-STATES SPONSOR \$3,000**

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

As the Mask-Up Tri-States Sponsor, your company is provided with the opportunity to align itself with the Frontline Heroes Award — highlighting your support of the Red Cross Mission as well as the incredible work our frontline workers have 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**

- 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, Twitter and LinkedIn pages for two weeks prior to event*

- Event Announcement Emails leading up to the event: Company Listed
- Pre-event promotional video to share on your Social Media platforms and employees with Company recognition as the Mask-Up Tri-States Sponsor
- Link to ceremony Livestream for you to share with your organization

#### **Marketing Visibility**

- Electronic Program — sent out day before the event: Company Listed
- Livestreaming Platform and Event Registration Website Recognition
  - Landing Page on both sites: Company Listed
- Half-page advertorial in event program

#### **Ceremony Presence**

- Opportunity to do a pre-recorded or live introduction of a Frontline Hero Honoree
- Verbal recognition as our Mask-Up Tri-States 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

## SPONSORSHIP OPPORTUNITIES

### WE'RE IN THIS TOGETHER SPONSOR \$1,500

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

As the We're in This Together Sponsor, your company is provided with the opportunity to align itself with the Frontline Heroes Award — highlighting your support of the Red Cross Mission as well as the incredible work our frontline workers have 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

- 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, Twitter and LinkedIn pages for two weeks prior to event*

- Event Announcement Emails leading up to the event: Company Listed
- Pre-event promotional video to share on your Social Media platforms and employees with Company recognition as the We're in This Together Sponsor
- Link to ceremony Livestream for you to share with your organization

#### Marketing Visibility

- Electronic Program — sent out day before the event: Company Listed
- 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



## SPONSOR COMMITMENT FORM

- |  |  |
|--|--|
| <input type="checkbox"/> <b>\$25,000</b> Presenting Sponsor        | <input type="checkbox"/> <b>\$5,000</b> First Responder Sponsor        |
| <input type="checkbox"/> <b>\$15,000</b> Frontline Sponsor         | <input type="checkbox"/> <b>\$3,000</b> Mask-Up Tri-States Sponsor     |
| <input type="checkbox"/> <b>\$10,000</b> Essential Workers Sponsor | <input type="checkbox"/> <b>\$1,500</b> We're In This Together 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 Cincinnati Tri-State Chapter  
2111 Dana Ave., Cincinnati, OH 45207