



2023 Greater Cincinnati Tri-State
American Red Cross

*Clara Barton
Award*

FOR HUMANITARIAN SERVICE



SPONSORSHIP OPPORTUNITIES

JANUARY 26, 2023

9:00 am to 10:00 am
Cincinnati Music Hall

American Red Cross



The Award

The American Red Cross of the Cincinnati Tri-State chapter is honored to present the Clara Barton Award to a community leader that demonstrates inspiring humanitarian concern for our community and advocates to make it a better place for us to live and work together.

Named after the remarkable **founder, abolitionist and first leader of the American Red Cross, Clara Barton** is one of the most honored women in American history. Her understanding of the ways she could provide help to people in distress, guided her in leading the Red Cross for 23 years. Based on her inspiring legacy to the nation, this award finds focus on — service to humanity — as reflected in the services provided daily by the devoted volunteers of the American Red Cross.

This special event gives us an opportunity to recognize good neighbors for their humanitarian service, address current issues in our community, and underscore an important part of our mission: **to help people prevent, prepare for and respond to emergencies before disasters strike.**

The funds generated serves 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 1917, and with events like this one, will remain so well into the future.

2023 CLARA BARTON AWARD HONOREE

Rodney McMullen & the Kroger Family of Companies



Through the remarkable experience of starting as a part-time stock clerk in 1978 to the current CEO and Chairman of the Board, Rodney McMullen, has led Kroger in directing more than \$1.6 billion in charitable giving to

support national and local organizations that feed families and build stronger communities. Of this, more than \$1 billion in giving has been focused on

ending hunger and bringing their Zero Hunger | Zero Waste social and environmental impact plan to life.

Alongside the inspiring work of their two foundations — the company's focus on Diversity, Equity, and Inclusion, which recognizes the value of each person and the importance of creating environments that fuel collaboration, inspiration, and individual growth; has led to meaningful and immeasurable outcomes for our neighbors.

To watch the 2022 ceremony, broadcasted on WLWT news 5, visit [CBA2022.GiveSmart.com](https://www.CBA2022.GiveSmart.com).

American Red Cross



Sponsorship Levels

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 Clara Barton Award ceremony in one of the most prominent ways possible—highlighting your support of the American Red Cross mission as well as the incredible humanitarian services our honoree has provided throughout the Greater Cincinnati Tri-State 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
- Event social media marketing graphics designed with your company logo as the Presenting Sponsor
- Event announcement emails as Presenting Sponsor
 - ♦ Three pre-event and 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
 - ♦ Three pre-event posts and 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
- A post-ceremony video link will also be provided

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

- Prominent company logo recognition
 - ♦ Event website
 - ♦ Welcome banners and signage
 - ♦ Program
 - ◊ Provided at breakfast and posted on event website
 - ◊ Full-page advertorial
 - ♦ Print and electronic invitations

Ceremony Presence

- 16 Tickets for your guests to join Red Cross leadership, board members, honoree and sponsors at the Clara Barton Award ceremony
 - ♦ Includes breakfast and beverages
 - ♦ Private post-ceremony reception with the honoree and community leaders
- Opportunity for President/CEO to give the welcome introduction message
- Verbal recognition as the Presenting Sponsor
- 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



Sponsorship Levels

HUMANITY SPONSOR – \$17,300

Covers the cost of opening a shelter for 1 night and the cost to deploy a Shelter Auxiliary Trailer

As the Humanity Sponsor, your company is provided with the opportunity to align itself with the Clara Barton Award ceremony — highlighting your support of the Red Cross mission as well as the incredible humanitarian service our honoree has provided throughout the Greater Cincinnati Tri-State 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 of your support
- Event announcement emails as the Humanity Sponsor
 - ♦ Two pre-event and 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 and 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
 - ♦ A post-ceremony video link will also be provided

Marketing Visibility

- Opportunity for you to provide a company video, up to 30 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

- Company logo recognition
 - ♦ Event website
 - ♦ Welcome banners and signage
 - ♦ Program
 - ◊ Provided at breakfast and posted on event website
 - ◊ Full-page advertorial
 - ♦ Print and electronic invitations

Ceremony Presence

- 12 Tickets for your guests to join Red Cross leadership, board members, honoree and sponsors at the Clara Barton Award ceremony
 - ♦ Includes breakfast and beverages
 - ♦ Private post-ceremony reception with the honoree and community leaders
- Verbal recognition as the Humanity Sponsor
- Distinct 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



Sponsorship Levels

UNITY SPONSOR—\$10,000

Covers the average cost of opening a shelter for 1 night

As the Unity Sponsor, your company is provided with the opportunity to align itself with the Clara Barton Award ceremony—highlighting your support of the Red Cross mission as well as the incredible humanitarian service our honoree has provided throughout the Greater Cincinnati Tri-State 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 Unity Sponsor
 - ♦ Two pre-event and 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 and 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
 - ♦ A post-ceremony video link will also be provided

Marketing Visibility

- Company logo recognition
 - ♦ Event website
 - ♦ Welcome banners and signage
 - ♦ Program
 - ◊ Provided at breakfast and posted on event website
 - ◊ Full-page advertorial
 - ♦ Electronic invitation

Ceremony Presence

- 10 Tickets for your guests to join Red Cross leadership, board members, honoree and sponsors at the Clara Barton Award ceremony
 - ♦ Includes breakfast and beverages
 - ♦ Private post-ceremony reception with the honoree and community leaders
- Verbal recognition as the Unity Sponsor
- 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



Sponsorship Levels

IMPARTIALITY 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 Impartiality Sponsor, your company is provided with the opportunity to align itself with the Clara Barton Award ceremony — highlighting your support of the Red Cross mission as well as the incredible humanitarian service our honoree has provided throughout the Greater Cincinnati Tri-State 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 Impartiality Sponsor
 - ♦ Company logo recognition
 - ♦ One pre-event and 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
 - ♦ A post-ceremony video link will also be provided
- 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
 - ♦ A post-ceremony video link will also be provided

Marketing Visibility

- Company logo recognition
 - ♦ Event website
 - ♦ Event signage
 - ♦ Program
 - ◊ Provided at breakfast and posted on event website
 - ◊ Full-page advertorial

Ceremony Presence

- 6 Tickets for your guests to join Red Cross leadership, board members, honoree and sponsors at the Clara Barton Award ceremony
 - ♦ Includes breakfast and beverages
- 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



Sponsorship Levels

NEUTRALITY SPONSOR—\$3,000

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

As the Neutrality Sponsor, your company is provided with the opportunity to align itself with the Clara Barton Award ceremony—highlighting your support of the Red Cross mission as well as the incredible humanitarian service our honoree has provided throughout the Greater Cincinnati Tri-State 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 Neutrality Sponsor
 - ♦ Company listed
 - ♦ One pre-event and 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
 - ♦ A post-ceremony video link will also be provided

Marketing Visibility

- Company listed
 - ♦ Program
 - ◇ Provided at breakfast and posted on event website
 - ◇ Half-page advertorial

Ceremony Presence

- 4 Tickets for your guests to join Red Cross leadership, board members, honoree and sponsors at the Clara Barton Award ceremony
 - ♦ Includes breakfast and beverages
- 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



Sponsorship Levels

VOLUNTARY SERVICE SPONSOR—\$1,750

Covers the cost to deploy a Red Cross volunteer to an operation

As the Voluntary Service Sponsor, your company is provided with the opportunity to align itself with the Clara Barton Award ceremony—highlighting your support of the Red Cross mission as well as the incredible humanitarian service our honoree has provided throughout the Greater Cincinnati Tri-State 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 Voluntary Service Sponsor
 - ♦ Company listed
 - ♦ One pre-event and 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
 - ♦ A post-ceremony video link will also be provided

Marketing Visibility

- Company Listed
 - ♦ Program
 - ◇ Provided at breakfast and posted on event website
 - ◇ Half-page advertorial
 - ♦ Event Livestream and Red Cross websites recognition
 - ♦ Electronic invitation

Ceremony Presence

- 2 Tickets for your guests to join Red Cross leadership, board members, honoree and sponsors at the Clara Barton Award ceremony
 - ♦ Includes breakfast and beverages
- 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