



**American
Red Cross**

MISSION: ~~IMPOSSIBLE~~

**AND PRESENTATION OF OUR
2022 COMMUNITY IMPACT AWARD**

SPONSORSHIP OPPORTUNITIES

THURSDAY, MARCH 24, 2022

6:30 TO 7:30 P.M.

VIRTUAL EVENT

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MISSION: POSSIBLE WILL BE A FUN, INTERACTIVE, FAMILY-FRIENDLY VIRTUAL EXPERIENCE

- Half hour virtual happy hour with breakout rooms to help you explore and learn about the Red Cross, followed by a half hour interactive program
- Will include the presentation of the 2022 Community Impact Award to the Terranova Family — Four Generations of Humanitarians Supporting the Red Cross
- Depending on COVID-19 rates, there may be a small in-person event added at a later date. More details on this will follow in early 2022.
- Sponsorship opportunities start at \$5,000. Gifts of any amount are welcome at redcross.org/missionpossible

Each year, the American Red Cross recognizes local heroes for their meaningful work in our region with the Community Impact Award. This year's award is presented to the Terranova family — Lucian, Phyllis, Lisa Allen, Laura, Emily Castagna, and Abigail Allen — a multigenerational family that has dedicated over 100 years collectively to service through the mission of the Red Cross.

The Terranova family's Red Cross story begins with Anne Marie, mother of Lucian, who volunteered at the Red Cross Chapter in Bridgeport, Connecticut, in the 1960s as a 'canteen lady' driving local blood donors to and from their blood donation appointment. In 2000, as a tribute to his mother, Lucian joined the Red Cross Chapter in Milford, Connecticut, in a similar role providing transportation to doctor appointments for patients in need.

Lucian is a member of Connecticut Chapter Board of Directors, a blood donor, and has deployed multiple times to help communities across the country affected by natural disaster. As part of his service to the Board, he is leading efforts to gain support for a new blood donation center in Milford, set to open this winter. Phyllis, Lucian's wife, joined him in service in 2019. She is a Tiffany Circle member, a blood donor, and volunteers at a blood drive at least twice a week.

Carrying on the family tradition, Lisa Allen and Laura Terranova, the daughters of Lucian and Phyllis, have been dedicated blood donors since they were both in high school — before knowing that Laura would later need multiple emergency blood transfusions to save her life. Laura is now an advocate for blood donation and organizes multiple blood drives each year at her place of work and in her community. Lisa and Laura are proud to make their donations together and have instilled the importance of giving back to the next generation of Red Cross blood donors and supporters, their respective daughters Abigail Allen and Emily Castagna.

In addition to their extraordinary voluntary service and their ongoing blood donations, the Terranova's contribute to the mission with generous financial contributions each year. The Red Cross is grateful for the tremendous support of the Terranova family and is proud to present them with this year's Community Impact Award.

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SPONSORSHIP LEVELS AND BENEFITS

	PRESENTING SPONSOR \$50,000	MISSION SPONSOR \$25,000	COMPASSION SPONSOR \$20,000	HOPE SPONSOR \$15,000	CARE SPONSOR \$10,000	COMMUNITY SPONSOR \$5,000
Alignment with the American Red Cross, one of the most recognizable brands in the world	Included	Included	Included	Included	Included	Included
Event tickets	Unlimited Attendance	Unlimited Attendance	Unlimited Attendance	Unlimited Attendance	Unlimited Attendance	Unlimited Attendance
Recognition on event materials	Logo	Logo	Logo	Logo	Logo	Name
Recognition on digital event assets (mobile bidding platform, event website, livestream)	Included	Included	Platform and website only	Platform and website only		
Opportunity for co-branded social media and blog posts	Included	Included	Blog post only	Blog post only		
Opportunity to name person to steering committee	Included	Included	Included	Included		
Verbal acknowledgment during event	Included	Included	Included			
Inclusion in event press releases and donor bulletin	Included	Included	Donor bulletin only			
Branded items provided to guests (item provided by company)	Included	Included	Included			
Sponsor shout-out via text and event chat	Included	Included	Included			
Speaking opportunity during event	Included					
Dedicated happy hour room for your guests	Included	Included				
Opportunity to serve on happy hour discussion panel	Included	Included				
Mission Impact—what your dollars could support locally	Host 10 blood drives or operate a shelter for 5 days	Host 6 blood drives or operate a shelter for 2 days	Host 5 blood drives or operate a shelter for 2 days	Host 3 blood drives or operate a shelter for 1 day	Host 2 blood drives	Host 1 blood drive
Tax-deductible amount	\$50,000	\$25,000	\$20,000	\$15,000	\$10,000	\$5,000

Please note that event format and benefits may change due to COVID-19. All benefits are subject to deadline restrictions. The sooner you commit, the more benefits you receive!

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COMMITMENT FORM

Please print your Company/Foundation/Name exactly as you would like it to be listed on all promotional materials.

Company/Foundation/Name

Contact Name

Title

Address

Phone

Email

Select your sponsorship level:

Presenting Sponsor

Compassion Sponsor

Care Sponsor

Mission Sponsor

Hope Sponsor

Community Sponsor

PAYMENT INFORMATION

Enclosed is my check payable to American Red Cross in the amount of \$ _____

Please charge my credit card \$ _____ Visa Mastercard American Express

Name (as it appears on card)

Card Number

Expiration Date

Billing Address (if different from above)

Please note: To comply with your sponsor recognition benefits, please send your logo in a high-resolution JPEG to Jen Ducharme. Please do not send a PDF of the logo. For sponsor listing and recognition, please provide the company's name exactly as it should appear on all materials. If we do not receive these materials with your commitment form, we cannot guarantee inclusion or recognition as listed.

Please return form and materials to Jen Ducharme at jennifer.ducharme@redcross.org.

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Thank you for your support!

For more information, please contact Jen Ducharme
at 860-670-7050 | jennifer.ducharme@redcross.org

redcross.org/MissionPossible



#RedCrossPossible



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