

# SALUTE TO HEROES

Ordinary People. Extraordinary Acts.



## *Your Generosity at Work*

### **Platinum Sponsor \$10,000**

Can help save the day when there is an unexpected emergency. Your support can cover the cost to **deploy an emergency response vehicle and two trained volunteers** to provide financial assistance to a family impacted by a local disaster, **educate 117 community members** on disaster preparedness programs like Be Red Cross Ready and Hands Only CPR, provide 18 service members with reconnection workshops, and **provide 81 military families** with emergency communications

### **Presenting Sponsor \$5,000**

Could cover the cost of conducting a **Red Cross Sound the Alarm** event to make a local neighborhood safer from a home fire. This event includes installing free smoke alarms, utilizing an emergency vehicle for the day, lunch for the volunteers at the event, and a fire safety package complete with a fire escape plan for the homes served. Average events install **200 alarms**. Team engagement opportunities are available for company employees at the event. Or, it could help provide Reconnection Workshops for **112 service members, veterans or their family members** and provide **emergency communications and critical community services for 58 families**.

### **Hero Award Sponsor \$2500**

Your support can provide **five days of food and shelter** to a family of four, provide 40 military families with emergency communications and **educate 37 community members** on disaster preparedness programs including Hands Only CPR training. Your gift helps people in their darkest hour, whether it is providing disaster relief and comfort, reconnecting families around the world or providing lifesaving care.

### **Mission Sponsor \$1500**

Could cover the cost to deploy a **Red Cross response vehicle and two volunteers** to provide a family affected by disaster – including immediate financial assistance, follow up casework, and much needed personal hygiene items, blankets, and stuffed animals for the children. On average, our local Red Cross Disaster Action Teams respond **3-4 times every day** to support families impacted by local disasters, mostly home fires.



**American Red Cross**  
Greater Orlando Chapter

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## Help alleviate human suffering and be recognized!

We invite you to make an investment in alleviating human suffering during life's most urgent moments. To recognize your generosity, we offer a range of sponsorship levels, detailed in the matrix below.

Sponsor Benefits	Platinum Sponsor \$10,000	Presenting Sponsor \$5,000	Hero Award Sponsor \$2500	Mission Sponsor \$1500
<b>Marketing Visibility</b>				
Hero Award Alignment <i>(Program description, invitation to present, winning slide and hero video)</i>	First choice of Hero Award alignment	Priority choice of Hero Award alignment	Hero alignment <u>based on first come basis</u>	
Event program recognition	2 full-page ads	1 full-page ad	1 full-page ad	Name
Recognition slide during <u>event</u>	Logo	Logo	Logo	Name
Company leadership recognition	Opening remarks	Hero Award Presentation	Hero Award Presentation	
Plaque with logo in chapter office (size based on sponsor level)	✓	✓		
<b>Media &amp; Digital Promotion</b>				
Corporate mention in Red Cross press releases	✓	✓	✓	
Recognition on regional Red Cross social media channels	3 mentions	2 mentions	1 mention	Name
Recognition on Heroes Awards web page	Logo	Logo	Name	Name
Name or Logo on all media mentions (based on sponsor level)	✓	✓		
<b>Event Tickets</b>				
Complimentary event seating	2 tables	1 table	1 table	5 seats
<b>Leadership Engagement</b>				
Company representative invited to serve on the Heroes Selection Committee	✓	✓		



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