



2023 Power of Red

HONORING

UPMC LIFE
CHANGING
MEDICINE

UPMC HEALTH PLAN

Thursday, June 1, 2023 | Heinz History Center

American Red Cross
Southwestern Pennsylvania

2023 Power of Red

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Join us!

This year the American Red Cross will honor
UPMC and UPMC Health Plan as the recipient
of the Distinguished Leadership Award.

6:00 to 7:00 p.m. Reception drinks and hors d'oeuvres

7:00 to 7:30 p.m. Main event presentation and mission moment

7:30 to 9:30 p.m. Evening of interactive entertainment, tapas, and more!

Sponsorship Opportunities

Title Sponsor \$50,000

- 24 tickets
- Recognition in 2 social media posts (one prior to the event listed as Title Sponsor, and one post after the event listed first with all sponsors at top three levels)
- Mentioned as Title Sponsor in press release sent to media
- Company logo on full screen Title Sponsor slide
- Verbal recognition during the event
- Company logo and hyperlink on event webpage

Hero \$30,000

- 16 tickets
- Recognition in 1 social media post (one post after the event listed with all sponsors at top three levels)
- Mention in press release sent to media
- Company logo on full screen Hero Sponsor slide
- Verbal recognition during the event
- Company logo on event webpage

Champion \$20,000

- 16 tickets
- Recognition in 1 social media post (one post after the event listed with all sponsors at top three levels)
- Mention in press release sent to media
- 1/2 screen company logo on Champion Sponsor slide
- Verbal recognition during the event

Patron \$10,000

- 8 tickets
- Mention in press release sent to media
- 1/3 screen company logo on Patron Sponsor slide
- Verbal recognition during the event

Friend \$6,000

- 8 tickets
- 1/4 screen company logo on Friend Sponsor slide
- Verbal recognition during the event

Underwriting Opportunities

Gifts to underwrite any of the following elements will be acknowledged on video screens at the event and on signage throughout the venue. These opportunities are available on a first-come, first-served basis.

- | | |
|------------------------|--------------------------|
| ▪ Food \$25,000 | ▪ Reception \$6,000 |
| ▪ Printing \$4,000 | ▪ Audiovisuals \$3,000 |
| ▪ Beverages \$10,000 | ▪ Entertainment \$5,000 |
| ▪ Centerpieces \$3,500 | ▪ Volunteer Food \$2,500 |



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Sponsorship Opportunities

- | | |
|--|---|
| <input type="checkbox"/> \$50,000 Title | <input type="checkbox"/> \$5,000 Entertainment |
| <input type="checkbox"/> \$30,000 Hero | <input type="checkbox"/> \$4,000 Printing |
| <input type="checkbox"/> \$20,000 Champion | <input type="checkbox"/> \$3,500 Centerpieces |
| <input type="checkbox"/> \$10,000 Patron | <input type="checkbox"/> \$3,000 Audiovisuals |
| <input type="checkbox"/> \$6,000 Friend | <input type="checkbox"/> \$2,500 Volunteer Meal |

Underwriting Opportunities

- | | |
|---|---|
| <input type="checkbox"/> \$25,000 Food | <input type="checkbox"/> \$_____ I am unable to attend. |
| <input type="checkbox"/> \$10,000 Beverages | Enclosed is my tax-deductible donation. |
| <input type="checkbox"/> \$6,000 Reception | |

Please provide the following contact information:

Company

Main contact

Address

City

State

Zip

Phone

Email

Payment: ☐ Check ☐ Credit Card ☐ Please email me an invoice

Credit Card Information: ☐ Visa ☐ MasterCard ☐ AmEx ☐ Discover

Signature

Make checks payable to: American Red Cross, 2801 Liberty, Avenue, Pittsburgh, PA 15222 | Memo: Power of Red
For more information, please contact Connie Cavrich at 412-522-3699 or connie.cavrich@redcross.org



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Who We Are

The humanitarian mission of the American Red Cross connects us to people and communities across the nation and around the world. The common bonds of humanity and compassion unite us, not just in the face of emergencies and disasters, but in helping our neighbors every day. Since being founded by Clara Barton in 1881, the Red Cross has been a consistent lifeline for people when they need us most. The depth and breadth of our services — whenever and wherever they're called for — is unmatched by any organization in the world.



Disaster Services

The Red Cross responds to approximately 64,000 disasters in the United States every year, ranging from home fires that affect a single family to hurricanes that affect tens of thousands, to earthquakes that impact millions. In these events, the Red Cross provides shelter, food, health, and mental health services to help families and entire communities get back on their feet.



Support for Military Families

The Red Cross helps military members, veterans and their families prepare for, cope with, and respond to the challenges of military service. Emergency communications, training, support to wounded warriors and veterans, and access to community resources help an average of 150,000 military families and veterans annually.



Health and Safety Training and Education

The Red Cross is the nation's leading provider of health and safety courses, such as CPR, First Aid, and Lifeguard training. Each year, more than 9 million Americans participate in our training programs, including first responders, educators, babysitters, and people who want to be prepared to help others in an emergency.



Blood Services

Your donations of blood are what make the American Red Cross the largest single supplier of blood and blood products in the United States. Each year, nearly 4 million people donate blood through the Red Cross, helping to provide more than 40% of America's blood supply.



International Services

The American Red Cross is a global leader in responding to emergencies, preparing for disasters, preventing disease and promoting humanitarian values.



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