



2025

*Power of Red*



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# A CELEBRATION OF HEROES

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Wednesday, June 18, 2025 | Heinz History Center

**American Red Cross**  
Southwestern Pennsylvania



# 2025 *Power of Red*

Wednesday, June 18, 2025 | Heinz History Center

*Join us!*

This year the American Red Cross will celebrate the extraordinary people who make Western PA a better place through their bravery, dedication and selfless service.

7:15 to 8:00 a.m. Breakfast and networking

8:00 to 9:00 a.m. Program

## SPONSORSHIP OPPORTUNITIES

### Title Sponsor \$50,000

- Recognition in two event-based social media posts: one pre-event post featuring Title Sponsor; one post-event featuring sponsors at top 3 levels
- Mention in event press release as Title Sponsor
- Full screen logo on Title Sponsor slide
- Verbal recognition during the event
- Company logo and hyperlink on event webpage
- 24 tickets

### Hero \$30,000

- Recognition in one social media post: one post-event featuring sponsors at top 3 levels
- Mention in event press release
- Full screen logo on Hero Sponsor slide
- Verbal recognition during the event
- Company logo on event webpage
- 20 tickets

### Champion \$20,000

- Recognition in one social media post: one post-event featuring sponsors at top 3 levels
- Mention in event press release
- 1/2 screen logo on Champion Sponsor slide
- Verbal recognition during the event
- 14 tickets

### Patron \$10,000

- Mention in event press release
- 1/3 screen logo on Patron Sponsor slide
- Verbal recognition during the event
- 8 Tickets

### Friend \$6,000

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

## 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  
\$12,000

Venue  
\$15,000

Décor/Audiovisuals  
\$7,000

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## SOUTHWESTERN PA HEROES SPONSORSHIP FORM

### Sponsorship Opportunities

- ☐ \$50,000 — Title
- ☐ \$30,000 — Hero
- ☐ \$20,000 — Champion
- ☐ \$10,000 — Patron
- ☐ \$6,000 — Friend

### Underwriting Opportunities

- ☐ \$12,000 — Food
- ☐ \$15,000 — Venue
- ☐ \$7,000 — Décor/Audiovisuals

☐ \$ \_\_\_\_\_

I am unable to attend.  
Enclosed is my tax-  
deductible donation.

### 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

Card Number \_\_\_\_\_ Exp Date \_\_\_\_\_ CVV \_\_\_\_\_

Signature \_\_\_\_\_

### Make checks payable to:

American Red Cross, 2801 Liberty, Avenue, Pittsburgh, PA 15222  
Memo: Power of Red

For more information, please contact Connie Cavrigh at 412-522-3699  
or [connie.cavrigh@redcross.org](mailto:connie.cavrigh@redcross.org)

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## SOUTHWESTERN PA HEROES NOMINATION FORM

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Throughout Southwestern Pennsylvania, everyday people perform extraordinary acts. The American Red Cross needs your help to identify and recognize our local heroes for their selflessness and courage. **The Power of Red: A Celebration of Heroes** will honor the prior year's local heroes for using their First Aid Training and/or other actions to save lives or make Southwestern Pennsylvania a better place to live and work. *Candidates must live or work in Southwestern Pennsylvania, although the heroic act may have occurred outside of the area and must have taken place between 1/1/2024 and 12/31/2024. Deadline to nominate a hero is March 1, 2024*

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## HEROES CATEGORY DESCRIPTIONS

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### Fire Safety Hero

Presented to a professional or volunteer firefighter whose lifesaving action goes above and beyond the call of duty, or an ordinary citizen whose lifesaving action involved a fire.

### Law Enforcement Hero

Presented to a law enforcement agent whose lifesaving action goes above and beyond the call of duty.

### Medical Hero

Presented to a medical professional, an organization or an ordinary citizen whose lifesaving action goes above and beyond the call of duty.

### 911 Dispatch Hero

Presented to a 911 dispatcher whose lifesaving action goes above and beyond the call of duty.

### Adult Good Samaritan (ages 18+ years)

Presented to an ordinary citizen using lifesaving training skills to save the life of another, or who otherwise makes the community a safer place to live.

### Youth Good Samaritan (ages 17 years and younger)

Presented to an ordinary citizen using lifesaving training skills to save the life of another, or who otherwise makes a difference in the community.

### Military Hero

Presented to a member of the armed forces (active or retired, commissioned or non-commissioned) whose heroic action goes above and beyond the call of duty.

### Animal Rescue Hero

Presented to an ordinary citizen using lifesaving training skills to save the life of an animal(s) that helps to save a human life.

### Community Impact Hero

Presented to an individual, community group, neighborhood organization or local company that consistently demonstrates a commitment to making a difference in the community.

To nominate a Southwestern Pennsylvania Hero online visit [redcross.org/powerofred](https://redcross.org/powerofred)

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## NOMINATION FORM

### Nominee

Full Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Email \_\_\_\_\_

### Nominator

Full Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Email \_\_\_\_\_

### Nomination Statement

On a separate sheet of paper, please provide a thorough explanation of why you are nominating the candidate or the Heroes Award. Please include any names and other contact information of witnesses we may call to verify the event.

Supporting material may include: news articles, police reports, testimonials from witnesses, etc.

### Nomination Guidelines

The heroic action must have taken place between 1/1/2024–12/31/2024. Where applicable, nominee(s) must have saved (or assisted in saving) a life by intervening in a life-threatening situation. Nominee cannot have caused or contributed to the incident itself. The nominees can be a professionally trained life saver or simply a Good Samaritan. The nominee must live or work in Southwestern, PA, although the heroic act may have occurred outside of the area. Submit this completed form and any supporting documents.

**Mail:** Power of Red: A Celebration of Heroes, American Red Cross  
Southwestern PA Chapter, 2801 Liberty Avenue, Pittsburgh, PA 15222

**Online:** [redcross.org/powerofred](https://redcross.org/powerofred)

For more information, contact Ashley Britton at 717-433-7227  
or [Ashley.britton@redcross.org](mailto:Ashley.britton@redcross.org)

**Deadline for nominations is March 1, 2024.**

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## WHO WE ARE

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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 65,000 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. Each year, the Red Cross provides more than 540,000 services to service members, veterans and their families by leveraging our worldwide network of volunteers.

### Health and Safety Training and Education

More than 4.6M people turn to us, the trusted training provider for First Aid, CPR, BLS and more, every year to gain lifesaving skills. Trust us to deliver unmatched lifesaving training that will provide you the confidence and skills to act when moments matter.

### 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 6.8 million people donate blood. The Red Cross provides about 40% of our nation's blood and blood components.

### 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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