



American Red Cross of Northeastern Pennsylvania Annual Telethon

Honoring Community Heroes

February 19, 2023 from 3:00 until 6:00 p.m. televised on Blue Ridge Cable TV Channel 13

Benefitting the



American Red Cross
Greater Pennsylvania Region



American Red Cross of Northeastern Pennsylvania Annual Telethon

Honoring Community Heroes



Dear Neighbors in Northeastern Pennsylvania:

We are excited to announce this year's American Red Cross of Northeastern Pennsylvania's Annual Heroes Telethon taking place on February 19, 2023 from 3:00 until 6:00 p.m. Join us as we pay tribute to individuals who have demonstrated lifesaving acts of heroism, courage, kindness, and unselfish character. The telethon is televised on Blue Ridge Cable TV Channel 13 in conjunction with Senator Mario Scavella. You may also view the Telethon by visiting Blue Ridge Cable TV Channel 13's YouTube Channel by searching "BRC 13" on YouTube or visiting youtube.com/brc13.

We hope that you will support the Red Cross mission by considering a sponsorship of the 2023 American Red Cross of Northeastern Pennsylvania Annual Telethon. Sponsorship of this signature event is a great way to showcase your business, and your support makes a difference to thousands of our very own neighbors who are helped by our local Red Cross.

The American Red Cross Northeastern Pennsylvania chapter serves residents of Luzerne, Lackawanna, Monroe, Carbon, Bradford, Pike, Wayne, Wyoming, and Sullivan counties. With a population of nearly 1 million people, our chapter provides relief to victims of disasters and helps people prevent, prepare for, and respond to emergencies. This is done through the simple, yet powerful, process of one person putting their needs aside to help another. Here in Northeastern Pennsylvania dedicated volunteers contribute their time and energies to assist those in need. To celebrate this spirit of humanitarianism, the Red Cross honors local individuals who have shown courage, dedication, and unselfish character in an act of heroism during our annual Heroes Telethon.

Last year, the volunteers and staff of the Red Cross of Northeastern Pennsylvania responded to over 245 local disasters, providing aid and hope to over 1,000 individuals at a time of crisis and assisted almost 600 active military, veterans, and their families. They also protected our community by installing over 1,000 free smoke alarms in at-risk homes and teaching over 14,000 adults and children first aid, CPR, and other lifesaving skills.

It is only with the support of friends like you that we are able to answer the call for help, one family at a time, whenever and wherever disaster strikes. On behalf of the many people assisted in times of crisis, we thank you for your consideration and support.

Sherry Nealon
Executive Director,
Northeastern, PA Chapter

Kate Booth
Board Chair
Northeastern, PA Chapter



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Heroes Nomination Form

Throughout Northeastern 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 Northeastern PA Heroes Celebration will honor the prior year's local heroes for using their First Aid Training and/or other actions to save lives or make Northeastern Pennsylvania a better place to live and work.

Heroes Category Descriptions

Fire Safety Hero: Presented to a professional or volunteer firefighter whose life-saving action goes above and beyond the call of duty, or an ordinary citizen whose life-saving action involved a fire.

Law Enforcement Hero: Presented to a law enforcement agent whose life-saving action goes above and beyond the call of duty.

Medical Hero: Presented to a medical professional, an organization or an ordinary citizen whose life-saving action goes above and beyond the call of duty.

Emergency Services: Presented to a professional or volunteer EMT or Paramedic, or 911 dispatch, whose action goes above and beyond the call of duty.

Adult Good Samaritan (ages 18 and older): Presented to an ordinary citizen using life-saving training skills to save the life of another, or who otherwise makes the community a safer place to live.

Youth Good Samaritan (ages 17 & Under): Presented to an ordinary citizen using life-saving 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 life-saving 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.

Give Life: Presented to an individual whose commitment to blood and platelet donation played a significant role in ensuring the health of patients in our communities and throughout the country.



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Nominee

Name _____

Address _____

City _____ State _____ Zip _____

Email _____ Phone _____

Nominator

Name _____

Address _____

City _____ State _____ Zip _____

Email _____ Phone _____

Nominee Statement

On a separate sheet of paper, please provide a thorough explanation of why you are nominating the candidate for 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 1/1/2022 — 12/13/2022. 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 Northeastern Pennsylvania, although the heroic act may have occurred outside of the area.

Submit this completed form and any supporting documents

Mail: NEPA Telethon, American Red Cross Northeastern PA Chapter, 256 North Sherman Street Wilkes-Barre, PA 18702

Online: redcross.org/nepaheroes

For more information, contact Ashley Britton at 717-433-7227 or Ashley.britton@redcross.org

Deadline for nominations is December 13, 2022



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Title Sponsorship: \$20,000

- Member of company eligible to join planning committee
- Co-branding of Telethon: Red Cross Telethon brought to you by <Your Company Name>
- Opportunity for company representative to provide remarks at event or :60 second pre-recorded video aired at event: *video must be approved by Red Cross Communications Team*
- Recognition in event based social media [2 posts]: One post pre-event (only Title donors highlighted) and one post after event (listed first with other sponsors at top 3 levels)
- Mention in event press release
- Verbal recognition during event
- Recognition (logo and name on screen) during live broadcast of Telethon
- Check presentation opportunity
- Logo and live link to sponsor website/home page on Event Webpage

Partner Sponsorship: \$10,000

- Opportunity for company representative to provide remarks via :30 or :60 second pre-recorded video aired at event: *video must be approved by Red Cross Communications Team*
- Recognition in event based social media [1 post]: After event social media post listed with other sponsors at top 3 levels
- Mention in event press release
- Verbal recognition during event
- Recognition (Logo and name on screen) during live broadcast of Telethon
- Pre-recorded check presentation opportunity
- Logo on event webpage

Platinum Sponsorship: \$7,500

- Opportunity for company to provide :30 second pre-recorded video aired at event: *video must be approved by Red Cross Communications Team*
- Recognition in event based social media [1 post]: After event social media post listed with other sponsors at top 3 levels
- Mention in Event Press Release
- Verbal recognition during event
- Recognition (logo and name on screen) during live broadcast of Telethon
- Pre-recorded check presentation opportunity
- Logo on event webpage

Gold Sponsorship: \$5,000

- Opportunity for company to provide :30 second pre-recorded video aired at event: *video must be approved by Red Cross Communications Team*
- Recognition (logo and name on screen) during live broadcast of Telethon
- Pre-recorded check presentation opportunity
- Name on event webpage

Silver Sponsorship: \$2,500

- Pre-recorded check presentation opportunity
- Recognition (Name on screen) during live broadcast of Telethon
- Name on event webpage

Bronze Sponsorship: \$1,000

- Pre-recorded check presentation opportunity
- Recognition (Name on screen) during live broadcast of Telethon



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Contact Information

Name _____

Address _____

City _____ State _____ Zip _____

Email _____ Phone _____

Sponsorship Options

- ☐ Title Sponsorship: \$20,000 ☐ Platinum Sponsorship: \$7,500 ☐ Silver Sponsorship: \$2,500
- ☐ Partner Sponsorship: \$10,000 ☐ Gold Sponsorship: \$5,000 ☐ Bronze Sponsorship: \$1,000
- ☐ I am unable to sponsor the NEPA Telethon, but enclosed is a donation to the Red Cross of Northeastern PA

Telethon Options—If applicable

Providing Commercial: ☐ Yes ☐ No

Check Presentation: ☐ Yes ☐ No

Payment Options

☐ Check Enclosed Payable to American Red Cross (Memo: Northeastern PA Telethon)

☐ Please charge my credit card: ☐ Visa ☐ MC ☐ AmEx ☐ Discover

Amount Enclosed _____

Credit Card Number _____ Expiration Date _____ Security Code _____

Name on Card _____

Billing Address _____

City _____ State _____ Zip _____

Signature _____

Please return this form and payment to: American Red Cross | 256 North Sherman Street Wilkes Barre, PA 18702