

# Real Heroes Celebration

November 20, 2025  
Marriott Syracuse Downtown

# Sponsorship Packet

Every now and then, a selfless and extraordinary act on behalf of a neighbor, a co-worker or even a stranger changes another person's destiny and at the same time, our own.

7359 Oswego Road, Liverpool, NY 13090  
Development.ENY@redcross.org

## American Red Cross





**American Red Cross**  
Central & Northern New York

**Thank you for considering a sponsorship for our 2025 Real Heroes Celebration.**

The Red Cross works under the simple yet powerful ideal of one person putting their own needs aside to help another. It provides relief to those impacted by disaster and helps people prevent, prepare for, and respond to emergencies.

Our "Real Heroes" event celebrates the American Red Cross' mission and spirit of humanitarianism by honoring Central and Northern New York individuals who have shown courage, dedication, and selfless character in their acts of heroism or volunteerism to assist those in need within their communities.

Please join us as we pay tribute to those who have demonstrated these ideals through their actions.

**Your support makes a difference to the thousands of our neighbors who are helped through emergency services, preparedness and education programs, and health and safety programs provided by your local Red Cross.**

Thank you for your continued support of the American Red Cross mission!

With gratitude,

**Lisa Smith**  
American Red Cross  
Executive Director  
Central and Northern NY Chapter

**Rob Bishop**  
Lotte Biologics  
Board Chair  
Central and Northern NY Chapter

**Caitlin Cregg**  
Haylor, Freyer & Coon  
Event Committee Chair  
CNNY Chapter Board Member

# Real Hero Award Categories

## Community Impact Hero Award

An individual, group, or organization that has displayed leadership and commitment to community by making a positive, noticeable, and significant impact through their efforts; the nominee has identified a community need and created a program or service or took action to address that need.

## Blood Services Hero

An individual, group, or organization involved in activities that create awareness of the importance of blood donation in the community, helps to ensure a sufficient and safe blood supply is available to those in need, and/or acts as an activist for the blood community at large.

## Disaster Response Hero

An individual, group/organization who has exhibited heroic efforts to assist others in need in any or all the areas of disaster services, or responded to the needs of a community that experienced an emergency through acts of kindness, courage, or selflessness.

## Military Hero

An individual or group of U.S. service member(s) (active, reserve, and guard), veteran(s), military supporter(s), or an organization that serves the military, that has exhibited heroic efforts in response to an emergency, or is involved in an ongoing commitment to the community through acts of kindness, courage, or selflessness in response to an identified need.

## Emergency Services Hero

A fire fighter, law enforcement professional, paramedic, emergency medical services (EMS) representative, or other medical professional that has exhibited heroic efforts, acting above and beyond the call of duty, to save the life of another, or is/was involved in an ongoing commitment to their community through acts of kindness, courage, or selflessness in response to an identified need.

## Adult Good Samaritan Hero

An individual or group (age 18 or over) that has exhibited heroic efforts and that has used life-saving skills (i.e. lifeguard, CPR, or first aid training) to save the life of another or prevent serious injury, or is/was involved in an ongoing commitment to their community through acts of kindness, courage, or selflessness in response to an identified need.

## Youth Good Samaritan Hero

An individual/group (under the age of 18) that has exhibited heroic efforts and that has used life-saving skills (i.e. lifeguard, CPR, or first aid training) to save the life of another, or is/was involved in an ongoing commitment to their community through acts of kindness, courage, or selflessness in response to an identified need.

## Sponsorship Opportunities and Benefits

Level	Presenting Sponsor	Hero Award Sponsor	Lifesaver Sponsor	Resiliency Sponsor	Advocacy Sponsor
<b>Cost</b>	\$15,000	\$8,000	\$5,000	\$2,500	\$1,500
<b>Exclusivity</b>	One available	Seven available			
<b>MARKETING BENEFITS</b> (deadlines apply)					
<b>Print and Email Invitations</b>	Largest logo	Logo	Logo	Name	Name
<b>Event Webpage</b>	Largest logo	Logo	Logo	Name	Name
<b>Social Media</b>	Mentions in all event posts, logo on web banner	Two mentions, logo on web banner	One mention, name on web banner	One mention	
<b>Press and Communications</b>	✓	✓			
<b>EVENT GUEST BENEFITS</b>					
<b>Reserved Seats</b>	20 with premier seating	10 with premier seating	8 with prime seating	6 with reserved seating	4 with reserved seating
<b>Heroes Reception</b>	✓	✓	✓		
<b>Table Signage</b>	Logo	Logo	Logo	Name	
<b>Digital and Printed Event Signage</b>	Logo on all slides	Logo	Logo	Name	Name
<b>Verbal Event Acknowledgement</b>	✓	✓	✓		
<b>Speaking Opportunity</b>	Welcoming remarks	Hero Award presentation			
<b>YOUR LASTING IMPACT</b>					
<b>Mission Impact</b>	Covers the cost of three blood drives.	Covers the cost of opening a shelter for one night.	Helps 8 families with financial assistance after a home fire.	Provides 135 homeless veterans with a bag of vital comfort items.	Provides 250 blankets to those impacted by disaster.
<b>Community Blood Drive</b>	Sponsor recognition at a Red Cross community blood drive	Shared sponsor recognition at a Red Cross community blood drive			



## COMMITMENT FORM

**DEADLINE FOR COMMITMENTS IS FRIDAY, SEPTEMBER 12, 2025**

Please print your / your company or foundation name exactly as you would like it to be listed on all printed and web-based promotional materials.

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Company/Foundation/Name

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Contact Name (if different than above)

Title

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Address (Street, City, State, Zip)

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Phone

Email

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### SELECT YOUR SPONSORSHIP LEVEL

- ☐ **Presenting Sponsor - \$15,000** *(one available)*
- ☐ **Award Sponsor - \$8,000** *(seven total available)*

*Please mark your top two preferences for award sponsorship below with a "1" and "2."  
We will do our best to honor your top choices. Descriptions can be found on Page 4 of this packet.*

- ☐ Community Impact Hero
- ☐ Blood Services Hero
- ☐ Disaster Response Hero
- ☐ Military Hero
- ☐ Youth Good Samaritan Hero
- ☐ Adult Good Samaritan Hero
- ☐ Emergency Services Hero

- ☐ **Lifesaver Sponsor - \$5,000**
- ☐ **Resiliency Sponsor - \$2,500**
- ☐ **Advocacy Sponsor - \$1,500**
- ☐ **Honorary Committee, Couple - \$200**
- ☐ **Honorary Committee, Individual - \$125**

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**Please continue to the back of this page to provide payment information and for additional Real Heroes Celebration giving options.**

**ADDITIONAL OPPORTUNITIES TO SUPPORT** (*instead of / in addition to sponsorship*)

- ☐ I/we would like to reserve a table of eight (8) at the event for \$600.
- ☐ I/we would like to support the Red Cross with a donation of \$\_\_\_\_\_.

**TOTAL amount** (include sponsorship): \$\_\_\_\_\_

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**PAYMENT INFORMATION**

- ☐ Please send an invoice.
  - ☐ A check will be forwarded before November 1, 2025
  - ☐ Please charge my credit card \$\_\_\_\_\_
  - ☐ Visa   ☐ Mastercard   ☐ American Express
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Name (as it appears on card)

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Card Number

Expiration Date

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Billing Address (Street, City, State, Zip)

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***Please mail completed form and payments to:***

American Red Cross Eastern New York  
ATTN Real Heroes Celebration  
33 Everett Rd, Albany, NY 12205

*Or email to [laurie.walker2@redcross.org](mailto:laurie.walker2@redcross.org)*

*Thank you for your support!*



**American Red Cross**  
Central & Northern New York

**Questions?** Please contact Laurie Walker at [laurie.walker2@redcross.org](mailto:laurie.walker2@redcross.org) or 315-317-9481