

2026

Real Heroes Celebration



Central & Northern New York Chapter

November 19, 2026

**The Links at Erie Village
5904 N Burdick St, East Syracuse, NY 13057**

Sponsorship Opportunities

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.

American Red Cross
Central & Northern New York

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



2026

Real Heroes Celebration

Thank you for considering a sponsorship for our 2026 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,

Kathleen Harter
American Red Cross
Executive Director

Kate Qualters
American Red Cross
Chief Development Officer

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

American Red Cross
Central & Northern New York



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 firefighter, 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.

Nominate a Hero Today!

Visit [Redcross.org/CNNYRealHeroes](https://www.redcross.org/CNNYRealHeroes) to learn more



Sponsorship Opportunities and Benefits

	Presenting Sponsor \$15,000	Hero Award Sponsor \$10,000	Lifesaver Sponsor \$7,500	Resiliency Sponsor \$5,000	Advocacy Sponsor \$3,000
Exclusivity	One available	Seven available			
Marketing Benefits (Deadlines Apply)					
Print and Email Invitations	Largest logo	Logo	Logo	Name	Name
Event Webpage	Largest logo	Logo	Logo	Name	Name
Social Media	Mentions in all event posts, logo on web banner	Two mentions, logo on web banner	One mention, name on web banner	One mention	
Press and Communications	✓	✓			
Event Guest Benefits					
Reserved Seats	20 with premier seating	10 with premier seating	8 with prime seating	6 with reserved seating	4 with reserved seating
Heroes Reception	✓	✓	✓		
Table Signage	Logo	Logo	Logo	Name	
Digital and Printed Event Signage	Logo on all slides	Logo	Logo	Name	Name
Verbal Event Acknowledgement	✓	✓	✓		
Speaking Opportunity	Welcoming remarks	Hero Award presentation			
Your Lasting Impact					
Mission Impact	Covers the cost of three blood drives	Covers the cost of a full day of food and shelter for 50 families	Provides 278 homeless veterans with a bag of vital comfort items	Covers the cost of conducting a <i>Sound the Alarm</i> event	Provides 600 blankets to those impacted by disaster
Community Blood Drive	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 11, 2026

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.

Company/Foundation/Name

Contact Name (*if different than above*)

Title

Address (Street, City, State, Zip)

Phone

Email

Select Your Sponsorship Level

- ☐ **Presenting Sponsor** | \$15,000 (*one available*)
- ☐ **Hero Award Sponsor** | \$10,000 (*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 3 of this packet.*

Award preference 1: _____

Award preference 2: _____

- ☐ **Lifesaver Sponsor** | \$7,500
- ☐ **Resiliency Sponsor** | \$5,000
- ☐ **Advocacy Sponsor** | \$3,000
- ☐ **Honorary Committee, Couple** | \$200
- ☐ **Honorary Committee, Individual** | \$125

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

Sponsorship benefits are contingent upon receipts of payment in full by November 1, 2026



Commitment Form

Additional Opportunities to Support

(instead of/in addition to sponsorship)

- ☐ I/we would like to reserve a table of ten (10) at the event for \$800
- ☐ I/we would like to support the Red Cross with a donation of \$_____.

Total amount (include sponsorship): \$_____

Payment Information

- ☐ Please send an invoice to the address below
- ☐ A check will be forwarded before November 5, 2026
- ☐ Please charge my credit card \$_____ ☐ Visa ☐ Mastercard ☐ American Express

Name (as it appears on card)

Card Number

Expiration Date

Security Code

Billing Address (Street, City, State, Zip)

Commitment Deadlines

Sponsorship commitments are accepted on an ongoing basis. Commit early to receive the most benefits.

Sponsorship commitment payment due no later than Friday, November 5, 2026.

Guest names due no later than Friday, November 12, 2026.

Thank you for your support!

Questions? Please contact Event Manager,
Alexandra March at Alexandra.march@redcross.org or 518-971-2885