



American Red Cross

22ND ANNUAL

REAL HEROES VIRTUAL BREAKFAST

IN AN INSTANT, REAL PEOPLE
BECOME REAL HEROES!

DECEMBER 2, 2020
9:00 A.M.



Every now and then, an unselfish 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.

Central New York Chapter's Real Heroes Breakfast

The Real Heroes Breakfast concept grew out of a desire to present an event closely related to the mission of the American Red Cross. The Red Cross 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. Across the nation, over one million Red Cross volunteers do this each day. And, right here in Central New York dedicated volunteers contribute their time and energies to assist those in need. In order to celebrate this spirit of humanitarianism, the American Red Cross honors individuals who have shown courage, dedication and unselfish character by their acts of heroism in our community.

Please join us as we pay tribute to those individuals who have demonstrated life-saving acts of heroism, courage, kindness, and unselfish character.

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

REAL HEROES VIRTUAL BREAKFAST

CORPORATE SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR \$15,000

One (1) available sponsorship.

Mission Impact – Covers the cost of **one blood drive** and the monthly cost of **two Phlebotomists** to ensure sufficient blood levels, the Red Cross must collect 12,300 blood donations daily in about 515 blood drives nationwide. Behind every blood drive, there are skilled staff, specialized equipment and transportation. Centers for Disease Control and Prevention (CDC) guidelines for social distancing measures will be followed in blood drives during the current coronavirus outbreak.

▪ Logo Recognition Opportunities:

- Premier logo recognition incorporated in event name
 - Save The Date
 - Event Program
 - Event Website with link to your company & Event software real estate (GiveSmart)
 - Hero intro slide
 - Individual social media “thank you” post with Company tag
- Digital Media
 - Inclusion in upcoming electronic CrossNotes distributed to 16,000
 - Bi-Annual Social Media Collaborate Day on mutually agreed upon times
 - > Custom Social Media posts + tagging on American Red Cross social platforms (Facebook, Instagram, Twitter + LinkedIn)
 - sRecap post event

▪ Digital Real Hero Award Presentation

- Prerecorded with opportunity to welcome guests + teasers

▪ Full-page digital ad in waiting room

▪ Media recognition for event

▪ Inclusion in Press Release

▪ Blood Drive

- 2-week sponsored blood drives at fixed American Red Cross site at a mutually agreed upon time with signage

▪ Digital Goodie Bag

- Ability to include sponsored item with Heroes Baskets + Raffle Basket

▪ Ready365 Annual Benefits

▪ Workforce Engagement

- Provides 20 Digital CPR or First Aid Sessions for workforce (access code will be provided)

AWARD SPONSOR \$10,000 - \$8,000

Thirteen (13) available sponsorships.

Mission Impact – Covers **one shelter support kit** during **Coronavirus**. Each shelter support kit provides essential supplies for 150 clients for up to two weeks. Supplies may include gowns, masks, gloves, goggles, anti-bacterial hand soap, hand sanitizer, cleaning wipes, and disposable thermometers. CDC guidelines for social distancing measures will be followed in shelters during the current coronavirus outbreak.

▪ Logo Recognition Opportunities:

- Save The Date
- Event Program
- Event Website with link to your company via event software (GiveSmart)
- Hero intro slide
- Awards Sponsors group social media “Thank you” post with Company tag
- Digital Media

REAL HEROES VIRTUAL BREAKFAST

- Annual Social Media Collaborate Day on a mutually agreed upon time
 - > Custom Social Media posts + tagging on ARC social platforms (Facebook, Instagram, Twitter + LinkedIn)
- Recap post event
- **Digital Real Hero Award Presentation**
 - Hero Award virtual presenter (video intro of the Award recipient)
- **¼ Page digital ad in waiting room**
- **Media recognition for event**
- **Blood Drive**
 - 1-week sponsored blood drives at fixed American Red Cross site at a mutually agreed upon time with signage
- **Digital Goodie Bag**
 - Ability to include sponsored item with Heroes Baskets + Raffle Basket
- **Workforce Engagement**
 - Provides up to 10 Digital CPR or First Aid Sessions for workforce (access code will be provided)**

LIFE SAVER SPONSOR \$5,000

Ten (10) available sponsorships.

Mission Impact – Covers the cost of supplying **one basic mask for all frontline blood services collections staff and volunteers, including phlebotomists.** The Red Cross is providing basic masks regularly for approximately 6,000 frontline blood services staff throughout this public health emergency.

- **Name & Logo Recognition Opportunities:**
 - Name – Save The Date
 - Name – Event Program
 - Logo – Event Website with link to your company via event software (GiveSmart)
 - Logo – Waiting Room Slide “Thank you” slide with group Live Saver Sponsors
 - Logo – Life Saver group social media “Thank you” post with Company tag
 - Digital Media recap post event
- **Media recognition for event**
- **Digital Goodie Bag**
 - Ability to include sponsored item with Heroes Baskets + Raffle Basket
- **Workforce Engagement**
 - Provides 4 Digital CPR or First Aid Sessions for workforce (access code will be provided)

HEROES HONOR – NOMINATION SPONSOR \$5,000

One (1) available sponsorship.

Mission Impact – Covers the cost of **four local disaster volunteers to provide virtual support for the next 10 months.** Help purchase smart phones and service for the next 10 months for four disaster volunteers, which will help provide virtual support such as casework, emotional support and financial assistance to people impacted by disasters like home fires. The Red Cross has more than 31,000 trained disaster workers.

- **Name & Logo Recognition Opportunities:**
 - Name – Save The Date
 - Name – Event Program
 - Logo – Event Website with link to your company via event software (GiveSmart)
 - Logo – Social media “Thank you” post with Company Tag
 - Digital Media recap post event
- **Digital Nominee Messaging**
 - Nominee Exclusivity with ability have prerecorded messaging
- **Media recognition for event**

REAL HEROES VIRTUAL BREAKFAST

- **Digital Goodie Bag**
 - Ability to include sponsored item with Heroes Baskets + Raffle Basket
- **Workforce Engagement**
 - Provides 4 Digital CPR or First Aid Sessions for workforce (access code will be provided)

RESILIENCY SPONSOR \$2,500

Twenty (20) available sponsorships.

Mission Impact – Covers the cost of Red Cross **cleanup kits for 125 families**. These kits, stored and ready for distribution nationwide, contain items needed to begin recovery immediately after a disaster. Each kit comes with a sectional handle with mop, broom, squeegee and push broom heads, pail, scrub brush, sponge, disinfectant, detergent/degreaser, bleach, trash bags, gloves and dust mask.

- **Logo & Name Recognition**
 - Name – Save The Date
 - Name – Event Program
 - Logo – Event Website
 - Resiliency Sponsor group social media “Thank you” post with Company tag
 - Digital Media recap post event
- **Social Media**
 - Inclusion & Tagging on Sponsorship Social Media Posts on Facebook, Instagram, and Twitter
- **Group Training**
 - Up to 10 Digital CPR or First Aid Training Sessions for Family & Friends
- **Digital Goodie Bag**
 - Ability to include sponsored item with Heroes Baskets + Raffle Basket

ADVOCACY SPONSOR - \$1,250

No limit to amount of sponsorships

Mission Impact – Covers the cost of **one portable handwashing station at one shelter during a major disaster**. The Red Cross has updated sheltering protocols to support people impacted by disasters in environments where there is Coronavirus. In April, May and June of 2019 during a very active spring storm season last year, the Red Cross opened over 100 client shelters.

- **Name Recognition**
 - Event Program
 - Event Website
 - Advocacy Sponsor group social media “Thank you” post with Company tag
 - Digital Media recap post event
- **Promotional Item**
 - Ability to include sponsored item with Heroes Baskets + Raffle Basket
- **American Red Cross Hero Supporter**
 - Lawn Sign***

*10K Sponsorship Level Only

**Virtual CPR: \$10K Level = 10 Sessions, \$8K Level = 8 Sessions

***10 signs maximum

REAL HEROES VIRTUAL BREAKFAST

Yes! We would like to support our local American Red Cross efforts through our partnership of the 22nd Annual Real Heroes Virtual Breakfast of Central New York.

As an Award Sponsor, we would like to offer you the opportunity to present an online award of choice.

Please select up to three category preferences, ranking each 1st, 2nd or 3rd.

- | | |
|--|--|
| <input type="checkbox"/> Adult Good Samaritan (21 & Over) | <input type="checkbox"/> Youth Good Samaritan (20 & under) |
| <input type="checkbox"/> Animal Rescue | <input type="checkbox"/> Law Enforcement |
| <input type="checkbox"/> Blood Donor/Services | <input type="checkbox"/> Lifeline |
| <input type="checkbox"/> Education | <input type="checkbox"/> Medical |
| <input type="checkbox"/> Fire Rescue | <input type="checkbox"/> Military |
| <input type="checkbox"/> Good Neighbor | <input type="checkbox"/> Workplace Safety |
| <input type="checkbox"/> Haylor, Freyer & Coon, Inc. Community Service Award | |

We will sponsor at the following level:

- | | |
|--|---|
| <input type="checkbox"/> Presenting Sponsor: \$15,000 | <input type="checkbox"/> Heroes Honor Nomination Sponsor: \$5,000 |
| <input type="checkbox"/> Award Sponsor: \$10,000 - \$8,000 | <input type="checkbox"/> Resiliency Sponsor \$2,500 |
| <input type="checkbox"/> Life Saver Sponsor: \$5,000 | <input type="checkbox"/> Advocacy Sponsor: \$1,250 |

To accurately represent your organization in our program please provide the information below:

Company Name (As it will appear on promotional materials): Contact for Graphics, Logo

Phone Address City/State/Zip

General contact information

Name Email

Preferred Payment Method:

- Please invoice the company. I will mail a check. (*Payable to the American Red Cross*)
- Please charge my: VISA AMEX MC DISC

Card Number Exp. Date

Authorized Signature

For more information please contact Ann Marie Walpole at Annmarie.walpole@redcross.org

Please Note: Deadline for artwork is October 30, 2020
Please mail checks to the American Red Cross to 33 Everett Road, Albany, NY 12205