



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

INDIVIDUAL SPONSORSHIP OPPORTUNITIES

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.

- **Name Recognition**
 - Save The Date
 - Event Program
 - Event Website
 - Resiliency Sponsor group social media “Thank you” post with Individual tag (optional)
 - Digital Media recap post event
- **Social Media**
 - Inclusion & Tagging on Sponsorship Social Media Posts on Facebook, Instagram, and Twitter (optional)
- **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 Individual tag (optional)
 - Digital Media recap post event
- **Promotional Item**
 - Ability to include sponsored item with Heroes Baskets + Raffle Basket
- **American Red Cross Hero Supporter**
 - Lawn Sign*

GUARDIAN SPONSOR – \$500

No limit to amount of sponsorships.

Mission Impact – Provides a full day of **food and shelter for 10 people**. This service includes providing breakfast, lunch and dinner, the costs to mobilize and distribute a cot, two blankets and a comfort kit as well as the costs to support the Red Cross workers providing this service

- **Name & Logo Recognition:**
 - Event Website
 - Promotional Item
 - Ability to include sponsored item with Heroes Baskets + Raffle Basket
- **American Red Cross Hero Supporter**
 - Lawn Sign**

*10 signs maximum/**5 signs max

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.

We will sponsor at the following level:

_____ Resiliency Sponsor \$2,500

_____ Advocacy Sponsor: \$1,250

_____ Guardian Sponsor \$500

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

Name	Phone
Address	City/State/Zip
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