



*Real Heroes Breakfast*  
October 28, 2019

## 2019 Real Heroes Breakfast Sponsorship Opportunities

<b>Visibility &amp; Event Benefits</b>	<b>\$10,000</b> Presenting Sponsor	<b>\$5,000</b> Life Saver	<b>\$2,500</b> Guardian	<b>\$1,000</b> Protector	<b>\$500</b> Advocate
<b>Mission impact</b>	Covers the cost of opening or preparing a shelter for 2 nights	Covers the cost of 1 blood drive for 30 donors	Provides 250 people with one hot meal during a disaster.	Provides blankets for 200 people affected by disaster.	Provides a full day of food and shelter for 10 people.
<b>Promotional Materials &amp; Online Visibility</b>	Premier logo recognition incorporated into event name; Online visibility includes 2 custom social media posts & listing in Press Release	Logo recognition; Online visibility includes custom social media post & listing in Press Release	Logo recognition; Online visibility includes custom social media post	Name recognition	Name recognition
<b>Event Journal</b>	Full page color ad* in event program with welcome page	Full page color ad* in event program	Full page B&W ad	1/2-page B&W ad	1/4-page B&W ad
<b>Event Signage</b>	Premier logo recognition incorporated into event name on all day of event signage, including day of PowerPoint	Logo recognition Including day of PowerPoint	Logo recognition Including day of PowerPoint	Name recognition	Name recognition
<b>Reserved Seats</b>	Two Tables of 10	10 Includes table signage	6	4	2
<b>Real Hero Award Presentation Opportunity*</b>	Yes**, with additional opportunity to welcome guests	Yes**	Yes**		
<b>Banner Placement &amp; Promotional Item Opportunity</b>	Sponsor supplied banner with prominent placement at Breakfast & opportunity to provide promotional item to guests Inclusion in upcoming electronic CrossNotes distributed to 16,000 people Mention on 2020 Save the Date Ready365 Annual Benefits	Sponsor supplied banner with prominent placement at Breakfast & opportunity to provide promotional item to guests	Sponsor supplied banner placement at Breakfast		

\*Limited to first 3 commitments, any additional commitments will receive a full page B&W ad

\*\*Limited to 5 awards



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### Additional Opportunities

**Place an Ad:** Show your support for the life-saving heroes honored at the event by placing an ad in the event journal.

Ad sizes/prices:

- Full Page Ad (5x8): \$200
- 1/2 Page Ad (5x4): \$100
- 1/4 Page Ad (5x2): \$50



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### Sponsorship Agreement

Commitment: \$ \_\_\_\_\_

This partnership package has been prepared to demonstrate the opportunities and benefits available to your organization as a corporate sponsor for the 2019 Real Heroes Breakfast.

By signing below on behalf of your company, you agree to serve as a corporate sponsor of the American Red Cross of Northeastern New York, in support of the Real Heroes Breakfast to be held on October 29, 2019. We ask that you please fulfill the financial commitment of this partnership on or before October 25, 2019.

On behalf of \_\_\_\_\_, I understand the commitment and the benefits outlined in this package, and I agree to a 2019 Real Heroes Breakfast Corporate Sponsorship.

Company Name (as it should appear on marketing materials): \_\_\_\_\_

Name of Corporate Representative: \_\_\_\_\_ Title: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email Address: \_\_\_\_\_

Contact Name for Obtaining Graphics, Advertisements, Etc.: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email Address: \_\_\_\_\_

☐ Send Invoice

☐ A check for payment is enclosed (payable to the American Red Cross)

Please Charge My: ☐ Mastercard ☐ Visa ☐ AMEX ☐ Discover

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Name as it Appears on Card: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_