



American Red Cross
Eastern New York Region

140TH ANNIVERSARY

A LEGACY OF SERVICE

Uplifting • Unwavering • Unstoppable

May 21, 2021 • Eastern New York • Blood Drives and a Virtual Event

SPONSORSHIP OPPORTUNITIES

FRIDAY, MAY 21, 2021

BLOOD DRIVES in 6 LOCATIONS

SIGN UP AT REDCROSS.ORG/140years

VIRTUAL PROGRAM 6:30 TO 7:00 PM

VIRTUAL AFTER PARTY 7:00 TO 7:30 PM

www.redcross.org/140years

For more information, please contact our Development Team at 518-694-5104 or Development.ENY@redcross.org



American Red Cross

Eastern New York Region

Fast Facts

July 1, 2019 - June 30, 2020



Region At a Glance:

- 3 Chapters
- 3 Blood Donation Centers
- 27 Counties
- 1,700 Volunteers
- 3.6 Million People



Responded to **577 local disasters** in our region, providing relief to more than **2,300 people** affected by fires, floods, and other emergencies



Installed **3,962 free smoke alarms** and visited more than **2,443 local homes** to offer lifesaving resources and fire safety education



Trained **3,707 people** in free disaster training programs to help adults and children prepare for emergencies



Served **2,882 military families** and provided more than **5,000 case services** to aid local veterans, service members, and their families



Enrolled **40,345 people** in first aid, CPR, water safety and babysitting



Collected **66,435 units of blood** to support area hospitals and patients in need

The American Red Cross prevents and alleviates human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors. Learn more about our work and join us at redcross.org/eny.



SPONSORSHIP LEVELS AND BENEFITS

**Industry Exclusivity, limit to 3 max Presenting Sponsors*

	PRESENTING SPONSOR \$20,000*	MISSION SPONSOR \$10,000	COMPASSION SPONSOR \$5,000	HOPE SPONSOR \$2,500
Promotional Materials	Largest Logo recognition	Logo recognition	Logo recognition	Name recognition
Online & Social Media	Largest Logo recognition	Logo recognition	Logo recognition	Name recognition
Digital Event Journal	Full page ad with welcome page ad in program journal	Full page	Half-page	Quarter-page
Digital Webpage Event Signage	Logo recognition	Logo recognition	Logo recognition	Name recognition
Videography	Sponsor testimonial video included in virtual program and social media	Sponsor testimonial video included in week of promotions on social media	--	--
Blood Drive Event Displays	Largest Logo recognition on red carpet photo backdrop	Logo recognition on red carpet photo backdrop	Logo recognition on Welcome table at Day Of blood drives	Logo recognition on snack table at Day of blood drives
Anniversary Party Pack Box	20	10	6	4
Inclusion in event press release and donor bulletin	Included	Included	Donor bulletin only	--
Additional	Mention on 2022 Event Save the Date Ready 365 Annual Benefits	Mention on 2022 Event Save the Date	--	--
Mission Impact – what your dollars could do locally	Open an emergency shelter for 600 people, 4 nights. Includes meals and snacks, cots, blankets and comfort kits with personal care items.	One Covid-19 Shelter Support Kit with two weeks of essential supplies for 150 clients. Includes: gowns, masks, gloves, anti-bacterial soap, sanitizer, cleaning wipes, and disposable thermometers.	One basic mask for approximately 6,000 frontline blood services collections staff and volunteers.	Purchase one Contactless Temperature Screening Kiosk a high-precision infrared thermal sensor replacing current thermometers used to screen donors before entering blood drives at fixed and mobile sites.

ADDITIONAL OPPORTUNITIES

HONORARY COMMITTEE ~ Honoring 140 Years of Service

- **Patron \$1,400**
Includes Party Pack for four (4) and enhanced name listing on digital program and *Honorary* event webpage, :30 self-recorded video included on *Honorary* event webpage

Mission Impact: 75 Red Cross bags filled with vital comfort items for homeless veterans that typically include a towel, full-size shampoos, toothpaste, soap, and deodorant.

- Individual \$140: Party Pack for one (1)
- Couple \$280: Party Pack for two (2)
Includes name listing on digital program and *Honorary* event webpage.

Mission Impact:

Individual	Provides 60 Snacks for a canteen at a blood drive or snacks during a disaster
Couple	Covers 4 caregivers to a service member or veteran living with wounds, illness and/or injuries with peer-based support and services via our Military and Veteran Caregiver Network

Support the event by making a meaningful contribution of your choice:

- \$500 Gift Mission Impact – Provides full day of meals for 10 people in a shelter
- \$250 Gift Mission Impact – Provides full day of meals for 5 people in a shelter

Volunteer

Be a Red Cross fundraiser! Organize a team of your colleagues, friends & family and be a *Red Cross Champion*. Create your own Champion giving page on our event website. Steps and tools for your fundraising success provided.





COMMITMENT FORM

Please print your Company/Foundation/Name exactly as you would like it to be listed on all promotional materials.

Company/Foundation/Name

Contact Name

Title

Address

Phone

Email

SELECT YOUR SPONSORSHIP LEVEL

- Presenting Sponsor (\$20K)
 Hope Sponsor (\$2.5K)
 Honorary Committee Individual (\$140)
 Mission Sponsor (\$10K)
 Honorary Committee Patron (\$1,400)
 Other: _____
 Compassion Sponsor (\$5K)
 Honorary Committee Couple (\$280)

-
- Place a Digital Journal Ad – Full Page \$140 |
 Half Page \$80 |
 Quarter Page \$40

PAYMENT INFORMATION

Enclosed is my check payable to *American Red Cross of Eastern New York* in the amount of \$ _____

Please charge my credit card \$ _____ Visa Mastercard American Express

Name (as it appears on card)

Card Number

Expiration Date

Billing Address (if different from above)

Please note: To comply with your sponsor recognition benefits, please send your logo in a **high-resolution JPEG** to the Development Team. Please do not send a PDR or the logo. For sponsor listings and recognition, please provide the company's name exactly as it should appear on all materials. If we do not receive these materials with your commitment form, we cannot guarantee inclusion or recognition as listed. **Please return form and materials to the Development Team at Development.ENY@redcross.org**



DESCRIPTION OF DEADLINE	SPONSOR LEVEL	DUE DATE
Inclusion in media releases and tagged social media posts	\$5,000 and up	April 1 st , 2021
Inclusion on Red Carpet backdrop	\$5,000 and up	April 1 st , 2021
Signup & Schedule Pick Up for Party Pack	Multiple Levels	May 1 st , 2021
Videography submitted	\$10,000 and up	May 1 st , 2021
Inclusion on Digital Event Signage	All levels	May 1 st , 2021
Inclusion in the Program Journal	All levels	May 1 st , 2021
Self-recorded Video	Honorary Committee Patron	May 1 st , 2021

SPONSOR DELIVERABLES

Thank you for your support!

For more information, please contact the Development Department at

518-694-5104 Development.ENY@redcross.org

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