



Real Heroes
 *Breakfast*
2021
Central and Northern New York

SPONSORSHIP OPPORTUNITIES

Wednesday, December 1st, 2021

23rd Annual Real Heroes Breakfast

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.

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



In an instant, Real People become Real Heroes!

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. And, here in Central & Northern New York dedicated volunteers contribute their time and energies to assist those in need. 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 demonstrate life-saving acts of heroism, courage, kindness, and unselfish character.

Your support makes a difference to the 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

Due to Covid-19, we are proceeding with planning our 2021 Central & Northern New York Real Heroes Breakfast with both Virtual & In Person benefits. If, as an organization & following New York State Guidelines, we deem it safe to meet *in person* for the 23rd Annual Real Heroes Breakfast, we will honor *in person* benefits. If we have to make the executive decision to proceed with a virtual event, you and your organization will receive *virtual* benefits. All benefits are subject to change based on NYS Guidelines and adhering to American Red Cross safety protocols.

Thank you for your continued support of the American Red Cross mission!

Lisa Smith
Executive Director
Central and Northern NY

Kate Qualters
Chief Development Officer
Eastern New York Region

Deborah Sabella
Event Committee Chair
Chapter Board Member



SPONSORSHIP LEVELS AND BENEFITS - Virtual

**Limited to 12 available sponsors*

	AWARD SPONSOR \$10,000*	LIFESAVER SPONSOR \$5,000	RESILIENCY SPONSOR \$2,500	ADVOCACY SPONSOR \$1,250
Promotional Materials	Logo recognition	Logo recognition	Name recognition	Name recognition
Online & Social Media	Logo recognition	Logo recognition	Name recognition	Name recognition
Digital Event Journal	Full page	Half-page	Quarter-page	--
Digital Webpage Event Signage	Logo recognition	Logo recognition	Name recognition	--
Videography	Sponsor Testimonial Video	--	--	--
Pre-Event Slideshow	Logo recognition w/ Hero Summary	Logo recognition	Name recognition	Name recognition
Inclusion in event press release and donor bulletin	Included	Donor bulletin only	--	--
Mission Impact – what your dollars could do locally	Covers the cost of <i>one shelter</i> support kit during Covid-19.	Covers the cost of <i>four local disaster volunteers</i> to provide virtual support for 10 months.	Covers the cost of <i>Red Cross cleanup kits for 125 families.</i>	Covers the cost of <i>one portable handwashing station</i> at one shelter during a major disaster.

ADDITIONAL OPPORTUNITIES ON REVERSE SIDE

SPONSORSHIP LEVELS AND BENEFITS – In Person

*Limited to 12 available sponsors

	AWARD SPONSOR \$10,000*	LIFESAVER SPONSOR \$5,000	RESILIENCY SPONSOR \$2,500	ADVOCACY SPONSOR \$1,250
Promotional Materials	Logo recognition	Logo recognition	Name recognition	Name recognition
Online & Social Media	Logo recognition	Logo recognition	Name recognition	Name recognition
Print Event Journal	Full page	Half-page	Quarter-page	--
Digital Webpage Event Signage	Logo recognition	Logo recognition	Name recognition	--
Speaking Opportunity	Real Hero Award Presentation	--	--	--
Pre-Event Slideshow	Logo recognition w/ Hero Summary	Logo recognition	Name recognition	Name recognition
Tickets	2 tables of 10 guests w/ Company Name @ Table	1 table of 10 guests w/ Company Name @ Table	1 table of 10 guests w/ Company Name @ Table	1 table of 10 guests w/ Company Name @ Table
Inclusion in event press release and donor bulletin	Included	Donor bulletin only	--	--
Mission Impact – what your dollars could do locally	Covers the cost of one shelter support kit during Covid-19.	Covers the cost of four local disaster volunteers to provide virtual support for 10 months.	Covers the cost of Red Cross cleanup kits for 125 families.	Covers the cost of one portable handwashing station at one shelter during a major disaster.



American Red Cross
Central & Northern New York

*Benefits are subject the discretion of the American Red Cross
 **We will do our best to honor your request, but cannot guarantee
 ***First right of refusal to *Haylor, Freyer & Coon, Inc.*

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 (\$15K)
 Lifesaver Sponsor (\$5K)
 Advocacy (\$1,250)
 Award Sponsor (\$10K)
 Resiliency Sponsor (\$2.5K)
 Other: _____

-
- Place a Digital/Print* Journal Ad – Full Page \$250 |
 Half Page \$125 |
 Quarter Page \$50

AWARD SPONSOR – Please select up to 3 category preferences, ranking each with 1st, 2nd or 3rd**

- | | | | |
|--------------------------|--------------------------|---------------------|--------------------------|
| ___ Adult Good Samaritan | ___ Community Service*** | ___ Good Neighbor | ___ Medical |
| ___ Animal Rescue | ___ Education | ___ Law Enforcement | ___ Military |
| ___ Blood Donor/Services | ___ Fire Rescue | ___ Lifeline | ___ Youth Good Samaritan |

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)



DESCRIPTION OF DEADLINE	SPONSOR LEVEL	DUE DATE
Inclusion in media releases and tagged social media posts	\$5,000 and up	October 15, 2021
Inclusion in the Program Journal	Multiple Levels	October 15, 2021
Videography submitted	\$10,000 and up	November 10, 2021
Inclusion on Digital Event Signage	All levels	November 10, 2021
Guest Names (<i>In Person</i>)	All levels	November 15, 2021

SPONSOR DELIVERABLES*

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

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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