



Wednesday, December 7 | 12:00 - 1:00 PM
Marriott Syracuse Downtown

SPONSORSHIP PROPOSAL



344 W. Genesee St., Syracuse, NY 13202 | Development.ENY@redcross.org | (518) 704-7983



Every now and then, a selfless 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.



In an instant, Real People become Real Heroes

Thank you for considering a Sponsorship for our 2022 Real Heroes event.

It is under the simple yet powerful ideal of one person putting their own needs aside to help another that the Red Cross works to provide relief to those impacted by disaster and help people prevent, prepare for, and respond to emergencies. The “Real Heroes” concept grew out of a desire to present an event that celebrates both this mission of the American Red Cross and the spirit of humanitarianism by honoring individuals in Central and Northern New York who have shown courage, dedication, and selfless character by their acts of heroism or volunteerism to assist those in need within their communities.

Please join us as we pay tribute to those individuals who have demonstrated these ideals through their actions of life-saving acts of heroism, courage, kindness, and selfless character.

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

We also look forward to having you join us in honoring our 2022 Heroes in the Finger Lakes Ballroom at the Marriott Syracuse Downtown on Wednesday, December 7th from noon to 1:00 PM.

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



Lisa Smith
Executive Director
American Red Cross
Central and Northern NY Chapter



Kate Qualters
Chief Development Officer
American Red Cross
Eastern New York Region



Deborah Sabella
Event Committee Chair
American Red Cross
CNY Chapter Board Member



Real Hero Award Categories

Community Impact Hero Award

An individual, group, or organization that has displayed leadership and commitment to community by making a positive, noticeable, and significant impact through their efforts; the nominee has identified a community need and created a program or service or took action to address that need.

Red Cross Mission Hero Awards

<i>Blood Services Hero</i>	An individual, group, or organization involved in activities that create awareness of the importance of blood donation in the community, helps to ensure a sufficient and safe blood supply is available to those in need, and/or acts as an activist for the blood community at large.
<i>Disaster Response Hero</i>	An individual, group, or organization who has exhibited heroic efforts to assist others in need in any or all the areas of disaster services, including preparedness, response, or recovery during a disaster or emergency, or responded to the needs of a community that experienced a disaster or emergency through acts of kindness, courage, or selflessness.
<i>Military Hero</i>	An individual or group of U.S. service member(s) (active, reserve, and guard), veteran(s), military supporter(s), or an organization that serves the military, that has exhibited heroic efforts in response to an emergency, or is involved in an ongoing commitment to the community through acts of kindness, courage, or selflessness in response to an identified need. <i>Nominees could have been on- or off-duty at the time of the heroic act, which need not be associated with the use of skills directly related to their profession or training.</i>
<i>Adult Good Samaritan Hero</i>	An individual or group (age 18 or over) that has exhibited heroic efforts and that has used life-saving skills (i.e. lifeguard, CPR, or first aid training) to save the life of another or prevent serious injury, or is/was involved in an ongoing commitment to their community through acts of kindness, courage, or selflessness in response to an identified need.
<i>Youth Good Samaritan Hero</i>	An individual or group (under the age of 18) that has exhibited heroic efforts and that has used life-saving skills (i.e. lifeguard, CPR, or first aid training) to save the life of another, or is/was involved in an ongoing commitment to their community through acts of kindness, courage, or selflessness in response to an identified need.
<i>Emergency Services Hero</i>	A fire fighter, law enforcement professional, paramedic, emergency medical services (EMS) representative, or other medical professional that has exhibited heroic efforts, acting above and beyond the call of duty, to save the life of another, or is/was involved in an ongoing commitment to their community through acts of kindness, courage, or selflessness in response to an identified need.

REAL HEROES CELEBRATION TOP SPONSORSHIP OPPORTUNITIES AND BENEFITS

	Presenting Sponsor	Hero Award Sponsor
Level	\$15,000	\$8,000
Exclusivity	One available	Seven available (see page 4)

MARKETING BENEFITS (deadlines apply)

Print and Email Invitations	Largest logo Recognized as official presenting sponsor	Logo Recognized as chosen award sponsor
Websites and Mobile Giving Platform	Largest logo Recognized as official presenting sponsor	Logo Recognized as chosen award sponsor
Social Media	Mentioned in all event posts, including event sponsorship announcement. Prominent logo placement on Facebook event banner.	Two mentions, including individual award sponsorship announcement. Logo placement on Facebook event banner.
Press and Communications	Recognized as official presenting sponsor	Recognized as award sponsor with mentions of chosen award

EVENT GUEST BENEFITS

Reserved Seats	Twenty (two tables) with premier seating	Ten (one table) with premier seating
Heroes Reception	Four tickets	Two tickets
Table Signage	Logo on all event tables	Logo
Digital and Printed Event Signage	Logo on all slides	Logo with mentions of chosen award
Speaking Opportunity	Welcoming and closing remarks	Hero Award presentation

YOUR LASTING IMPACT

Alignment with the American Red Cross, one of the most recognizable brands worldwide	✓	✓
Mission Impact	Covers the cost of three blood drives	Covers the cost of opening a shelter for one night
Community Blood Drive	Sole sponsor recognition for a Red Cross community blood drive	Shared sponsor recognition for a Red Cross community blood drive

REAL HEROES CELEBRATION EVENT SPONSORSHIP OPPORTUNITIES AND BENEFITS

	Lifesaver Sponsor	Resiliency Sponsor	Advocacy Sponsor
Level	\$5,000	\$2,500	\$1,250

MARKETING BENEFITS (deadlines apply)

Print and Email invitations	Logo	Name	Name
Social Media	One mention with company name	Name listed	
Websites and Mobile Giving Platform	Logo	Name	Name

EVENT GUEST BENEFITS

Reserved Seats	Eight with prime seating	Six with reserved seating	Four with reserved seating
Table Signage	Logo	Name	
Heroes Reception	One ticket		
Digital and Printed Event Signage	Logo	Name	Name
Verbal Acknowledgement	✓		

YOUR LASTING IMPACT

Alignment with the American Red Cross, one of the most recognizable brands worldwide	✓	✓	✓
Mission Impact	Covers the cost of one blood drive	Provides 135 homeless veterans with a Red Cross bag of vital comfort items	Provides 250 blankets to those impacted by disaster

Questions? Please contact Development.ENY@redcross.org or (518) 704-7983.

ADDITIONAL OPPORTUNITIES TO SUPPORT

- I/we would like to reserve seat(s) at this year's Real Heroes Celebration on December 7, 2022 (instead of / in addition to reserved seats included with selected sponsorship level).
 - Please reserve ____ seat(s) at \$50 per person.
 - Please reserve ____ seats at \$80 per couple.
- I/we would like to sponsor a Red Cross volunteer's reservation at \$50 per volunteer.
- I/we would like to support the Red Cross with a donation of \$_____.

TOTAL amount (include sponsorship): \$_____

PAYMENT INFORMATION

- Please send an invoice.
- 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 (Street, City, State, Zip—if different from the address provided on the front of this page)

Please mail completed form and payment to:

American Red Cross
ATTN Development
33 Everett Rd
Albany, NY 12205

Or email to Development.ENY@redcross.org

To pay online, please visit:

<https://CNNYRealHeroes.givesmart.com>

(please send completed form by mail or email)

Thank you for your support!



Questions? Please contact Development.ENY@redcross.org or (518) 704-7983.