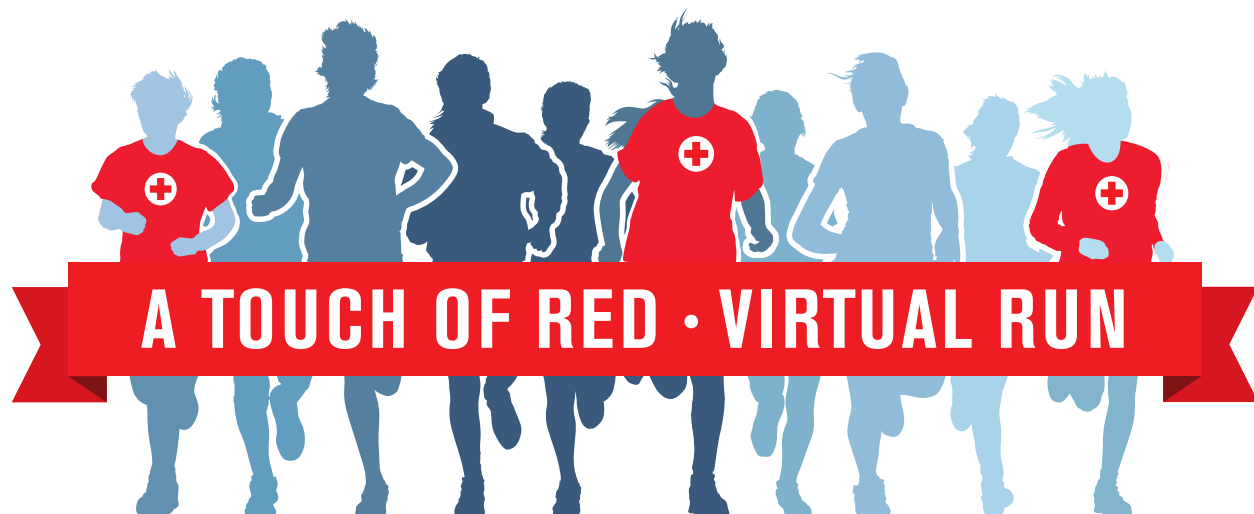




**American Red Cross**  
Alabama and Mississippi Region



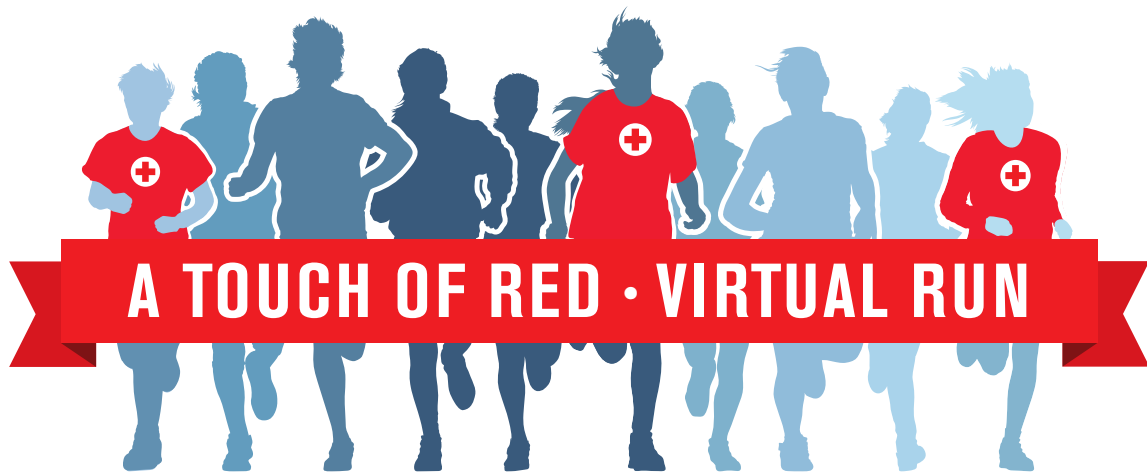
*We're all in this together*

**June 1–13, 2021**

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**SPONSORSHIP OPPORTUNITIES**

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This year, due to COVID-19, we can't host our annual fundraising events in person. But disasters don't stop, and neither does the work of the American Red Cross.

The Alabama and Mississippi Region is hosting its first annual virtual 5K Run (or walk!) June 1<sup>st</sup> through June 13<sup>th</sup> to spread awareness and help fund our mission. We are literally *mobilizing* the power of our volunteers and the generosity of our donors. Runners and walkers alike can participate in their own neighborhoods or wherever they see fit!

By participating, you will not only contribute to vital community programs and services provided by the Red Cross, but also support a spirit event in your community. Let's get moving!

### How will our Virtual Run work? It's pretty simple!

- Step 1.* Rally a team of friends and register for our virtual 5K. The registration fee is \$40 dollars and will include a t-shirt, virtual race bib and some other fun goodies that will be mailed directly to you!
- Step 2.* Run, walk or stroll the distance of your choosing on a course (or treadmill) between Tuesday, June 1 and Sunday, June 13, 2021.
- Step 3.* We will miss seeing you in person, so please tag **#RCMoves** on social media and tag the American Red Cross, so we can cheer you on and congratulate you on a great race!

### No interest in running?

Want to stay in your comfy chair all day to watch your favorite show? We have you covered— Sign up for the *Armchair Race!* You will receive all the same perks but don't have to run even one mile. However, in order to keep your secret safe from your friends, there will be additional \$5 fee!

# 2021 Touch of Red Virtual Run Sponsorship Opportunities

## **PRESENTING SPONSOR • \$10,000**

- Company logo on Touch of Red Virtual Run T-Shirt
- Company logo on event advertisement and media recognition (i.e. magazine ads, website banners, brochures, websites, posters, flyers, social media and press releases)
- Company logo on Touch of Red Virtual Run website
- Company logo on Touch of Red Virtual Run bib and social media photo frame
- Opportunity to record a message to all race participants (shared in email blast, website and social media)
- Opportunity to supply an item for virtual run bag (coupon, discount code or other item agreed on)
- Opportunity to supply an item for mailing to all participants (pen, notepad, keychain or other items agreed upon)
- 5 runner registrations fees waived for the Touch of Red Virtual Run

## **PLATINUM SPONSOR • \$5,000**

- Company logo on Touch of Red Virtual Run T-Shirt
- Company logo on event advertisement and media recognition (i.e. magazine ads, website banners, brochures, websites, posters, flyers, social media and press releases)
- Company logo on Touch of Red Virtual Run website
- Opportunity to supply an item for virtual run bag (coupon, discount code or other item agreed on)
- 3 runner registrations fees waived for the Touch of Red Virtual Run

## **GOLD SPONSOR • \$2,500**

- Company name on Touch of Red Virtual Run T-Shirt
- Company name on event advertisement and media recognition (i.e. magazine ads, website banners, brochures, websites, posters, flyers, social media and press releases)
- Company name on Touch of Red Virtual Run website
- Opportunity to supply an item for virtual run bag (coupon, discount code or other item agreed on)
- 2 runner registration fees waived for the Touch of Red Virtual Run

## **SILVER SPONSOR • \$1,000**

- Company name on event advertisement and media recognition (i.e. magazine ads, website banners, brochures, websites, posters, flyers, social media and press releases)
- Company name on Touch of Red Virtual Run website
- Opportunity to supply an item for virtual run bag (coupon, discount code or other item agreed on)

# 2021 Touch of Red Virtual Run Sponsorship Opportunities

The American Red Cross offers a variety of donor opportunities for local businesses, corporations, organizations, and individuals to participate in the event. Becoming a Touch of Red Virtual Run donor is a unique opportunity to help the Red Cross serve our clients and those in need each day.

Once you have chosen your sponsorship package, please return this form to the Red Cross office via regular mail or email. To meet publication deadlines, a commitment is encouraged no later than **May 1, 2021**.

## Sponsorship Information:

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Company Name *(as you would like it to appear on printed material)*

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Main Contact

Contact Title

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Phone

Email

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Address

City

State

Zip

## Sponsorship Level:

Please check desired sponsorship level. All sponsorship levels are fully tax-deductible.

Presenting Sponsor • \$10,000

Platinum Sponsor • \$5,000

Gold Sponsor • \$2,500

Silver Sponsor • \$1,000

## Payment Information:

Please check desired sponsorship level above and fill out the below information.

Check enclosed *(Payable to American Red Cross Tax ID #53-0196605)*

Please bill me

Credit Card *(Please select one)*

Visa

Discover

MasterCard

AmEx

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Name as it appears on card

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Mailing address on card

City

State

Zip

---

Card Number

Exp. Date

CCV

Signature

For more information or questions, please contact Malinda Shackelford at 205-490-4828 or email [malinda.shackelford@redcross.org](mailto:malinda.shackelford@redcross.org).

**Mail form and payment to:** Touch of Red Virtual Run • American Red Cross • 700 Caldwell Trace • Birmingham, AL 35242



**American Red Cross**  
Alabama and Mississippi Region