



American Red Cross
Serving Piedmont Triad
of North Carolina

Salute to Heroes

ORDINARY PEOPLE,
EXTRAORDINARY ACTS

Dear friend,

Every day across the Piedmont Triad, ordinary people do extraordinary things—rushing into danger, showing up for neighbors in crisis, and quietly serving their communities in ways that often go unrecognized.

On **Thursday, September 17, 2026**, we want to take time to honor these everyday heroes—and we want you to be a part of that. Our annual **Salute to Heroes** celebration will be held at The Blue Heron Event Venue in High Point, NC, bringing together honorees, their families, and the broader community for an evening that truly matters.

Last year alone, our chapter responded to **397 disasters and home fires**, assisting **1,388 people** across our region. We provided emergency services to **836 military members, veterans, and their families**, trained **20,897 people** in First Aid, CPR, and preparedness, and were sustained by **710 volunteers** who gave more than **70,000 hours** of service to this community. That work doesn't happen without the generosity of people and organizations who believe in it.

Whether you are an individual who wants to invest in your community or an organization looking for a meaningful way to engage, your support connects you directly to that mission. We would be proud to have you alongside us. If you are interested in learning more about sponsorship opportunities, visit our [website](#) or reach out to me directly.

Thank you for your commitment to this community. I hope you will join us in celebrating the people who give it so much.

In service,

Sara Morales, Executive Director, American Red Cross Piedmont Triad Chapter
sara.morales2@redcross.org
Cell: 743-770-3447

Sponsor Benefits	Platinum Presenting Sponsor \$15,000	Presenting Sponsor \$10,000	Award Sponsor \$5,000	First Responder \$2,500	Mission Sponsor \$1,500	Community Partner \$750	Individual Ticket \$125
Event Tickets	16 seats (2 premier tables + hero and guest) premier seating	Prime seating for 10 seats (1 table + hero and guests)	Table of 8 (sponsored hero at the table and a guest)	6 seats	4 seats	2 seats	1 seat
Featured on Event Invitation, Social Media, Website, and Event Signage	Logo	Logo	Logo	Name	Name	Name	
Recognition on PowerPoint at the Event During Opening Remarks	Logo	Logo	Name	Name	Name		
Recognition on During Recipient Presentation	Name	Name					
Pre-Event Interview on WXII	✓						
Opportunity for Company Executive	✓						
Printed Event Ad in Program	Logo and Full-Page Ad	Half-Page Ad	Quarter-Page Ad	Name	Name		
Meet and Greet Arrivals	✓	✓					
VIP Reception Sponsor	Logo						
Verbal Sponsor Recognition During Event	✓	✓					
Group Photo with Honorees	✓	✓					
Logo as Award Sponsor (website, social, print)			✓				
Representative Presents 1 Individual Hero Award on Stage			✓				

Sponsorship Upgrade Add-Ons

Benefits	Hero Story Video Sponsor \$3,000	VIP Reception Sponsor \$2,000	Beverage Sponsor \$1,000
Logo featured at the beginning and end of each honoree's video story. 1 select hero video would include a logo/sponsored by.	✓		
Exclusive branding at a pre-event reception with honorees and key donors		✓	
Name representing that they are the Beverage Sponsor, and their logo will be on the sign			✓