



American
Red Cross

RED CROSS HERO AWARDS

Celebrating Service

— SATURDAY, MAY 2, 2026 —

MUSEUM OF HISTORY AND INDUSTRY

EVENT SPONSOR PACKET

YOUR AMERICAN RED CROSS

For 140 years, the American Red Cross has been helping neighbors down the street, across the country and around the world. As the nation's premier emergency preparedness and response organization, the Red Cross is there through every imaginable crisis helping people prevent, prepare for and respond to emergencies. Along with our global Red Cross partners, we comprise the largest humanitarian network in the world.

EVENT HISTORY

The Red Cross established the Heroes event in 1993 in Tacoma, WA, in an effort to raise public awareness of volunteers and local heroes who carry out the mission of the Red Cross every day. Red Cross chapters across the country have adopted this annual event in their own communities to honor those who make a simple, yet powerful decision to put personal needs aside to help others. Heroes events are now some of the best known and most beloved fundraising events in the United States.

EVENT DETAILS

Join us for an evening celebrating heroes and giving at the 28th annual Red Cross Hero Awards on Saturday, May 2, 2026, hosted at the Museum of History and Industry. This event will bring together community leaders to honor "everyday heroes." These heroes reflect the mission of the Red Cross by responding in times of need with selfless acts of courage, compassion and volunteerism.

YOUR SPONSORSHIP IS TAX DEDUCTIBLE

For every level of sponsorship, 100% of the gift is tax deductible. The EIN for the American Red Cross is 53-0196605.

Mission

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.



WE IMPACT LIVES EVERY DAY

Your support enables our workforce—more than 90 percent volunteers—to help millions of people during wildfires, earthquakes, floods, hurricanes and other disasters.



Every 60 seconds **20 people** are assisted by the American Red Cross.



170 times a day, Red Cross workers help a family affected by a home fire or other disaster.



13,000 times a day, the Red Cross needs blood donations.



17,000 times a day, a person receives lifesaving Red Cross training.



1,100 times a day, the Red Cross provides services to military members, veterans and their families.



464,000 times a day, a child receives a measles or rubella vaccination from the Red Cross and our partners.

We responded to more than 1,000 local disasters within the Northwest Region in FY25. In addition, we:



Responded to more than **1,000 disasters** in our region, providing emergency assistance to almost **1,500 households** in their time of need



Provided more than **9,000 critical community services** to members of the military, veterans and their families



Trained over **78,000 people** in first aid, CPR/AED and water safety skills



Collected over **45,000 units of blood and blood products** at **1,700 blood drives** throughout the region



Engaged over **3,300 volunteers** who donated their time and effort within our region



Installed over **4,500 free smoke alarms** in over **1,500 homes** serving nearly **4,100 community members** by making them safer from home fires

*Statistics reflect service delivery July 1, 2024 to June 30, 2025.



SPONSORSHIP OPPORTUNITIES

Sponsor Benefits	Title \$25,000	Gold \$15,000
Marketing Visibility		
Naming rights: Red Cross Hero Awards Presented by YOUR COMPANY	✓	
Company featured on Save the Date	Logo	
Company featured on digital invitation	Logo	
Exclusive recognition during cocktail reception Champagne toast	✓	✓
Opportunity to present award in event program	✓	✓
Verbal sponsor recognition during event program	✓	✓
Featured in closing credits at conclusion of event	✓	✓
Printed event program	Logo	Logo
Pre-event and post-event e-blasts to event guests	Name Listed	Name Listed
Featured on Red Cross event website	Logo with hyperlink	Logo with hyperlink
Pre-event and post-event press release	Name Listed	Name Listed
Ad space for pre-event slideshow	✓	✓
Social Media Visibility		
Company feature on regional Red Cross website	✓	✓
Recognition on regional social media accounts	Up to 3 mentions	Up to 3 mentions
Sponsor Perks		
Premier seating for 10 guests at reserved table	✓	✓
Onsite preparedness class for employees	✓	✓
One annual Tiffany Circle membership	✓	✓

SUBMISSION FORMATS

We encourage high resolution (300 dpi) PNG (preferred), AI, PDF, EPS, TIFF, or JPEG files with fonts embedded or outlined for all logo and ad materials. For copy requiring typesetting, please type or print on a separate sheet. E-mail submissions to (5MB or less): NWevents@redcross.org.

DEADLINES

- Sponsorship commitment is accepted on a continuous basis until **April 10, 2026**.
- Sponsor marketing benefits are contingent on date of sponsor commitment:
 - Save the Date cut-off is January 16, 2026
 - Digital invite cut-off is January 30, 2026
 - Print program cut-off April 10, 2026
- Guest names and contact information are due by **Wednesday, April 22, 2026**.



SPONSORSHIP OPPORTUNITIES

Sponsor Benefits	Silver \$10,000	Bronze \$5,000
Marketing Visibility		
Opportunity to present award in event program	✓	
Verbal sponsor recognition during event program	✓	
Exclusive recognition during cocktail reception Champagne toast	✓	
Featured in closing credits at conclusion of event	✓	✓
Printed event program	Logo	Name Listed
Featured on Red Cross event website	Logo	Name Listed
Post-event press release	Name Listed	Name Listed
Ad space for pre-event slideshow	✓	✓
Social Media Visibility		
Recognition on regional social media accounts	2 mentions	1 mention
Sponsor Perks		
Premier seating for 10 guests at reserved table	✓	✓
Onsite preparedness class for employees	✓	
One annual Tiffany Circle membership	✓	

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SPONSORSHIP OPPORTUNITIES

Sponsor Benefits	Patron \$3,500
Marketing Visibility	
Featured in closing credits at conclusion of event	✓
Printed event program	Name Listed
Featured on Red Cross event website	Name Listed
Seating at reserved table	Optional: Up to 10 seats (attendance not required)

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 - Print program cut-off April 10, 2026
- For Table Captains, guest names and contact information are due by **Wednesday, April 22, 2026**.



SPONSORSHIP COMMITMENT FORM

We are pleased to support the Red Cross Hero Awards at the following sponsorship level:

\$25,000 Title Sponsor

\$5,000 Bronze Sponsor

\$15,000 Gold Sponsor

\$3,500 Patron Sponsor

\$10,000 Silver Sponsor

\$350 Individual Ticket

Sponsor Name: _____

Please list as you would like sponsor name to appear in event communication and marketing materials.

Payment Options

Pay with check (enclosed)

*Check payable to American Red Cross;
Memo: Hero Awards Sponsorship*

Please invoice immediately

Pay with credit card

Visa

MC

Discover

Amex

Card number

Name on card

Expiration date

Name

Billing Address

City

State

Zip

Phone Number

Email

Please email or mail completed form to:

Payment or Event Questions?

Contact us at NWevents@redcross.org