



NORTHWEST WASHINGTON HEROES LUNCHEON

Thursday, December 10, 2026

SPONSOR PACKET



**American
Red Cross**



American
Red Cross



“You will help us ensure that the American Red Cross can continue to deliver needed services in our communities.”

Event History

In 1996 the American Red Cross established the Heroes Event 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 the 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 one of the best known and most beloved fundraising events in the United States.

Event Details

The Northwest Washington Heroes Luncheon is scheduled for Thursday, December 10, 2026, from 11:30 a.m. to 1:00 p.m. (doors open at 10:30 for check-in and community gathering). Held at the Tulalip Resort & Casino, this event will bring together community leaders to honor “everyday heroes” and celebrate the work of the Red Cross across Northwest Washington. The Northwest Washington chapter of the American Red Cross serves communities throughout Whatcom, Skagit, San Juan, Snohomish and Island counties.

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.

We Impact Lives Every Day



Responded to more than **1,000 disasters** in our region, providing emergency assistance to nearly **1,800 households** in their time of need



Collected almost **48,000 units of blood and blood products** at over **1,500 blood drives** throughout the region



Provided more than **8,400 critical community services** to members of the military, veterans and their families



Trained over **73,500 people** in first aid, CPR/AED and water safety skills



Installed almost **5,000 free smoke alarms** in over **1,700 homes** serving nearly **4,500 community members** by making them safer from home fires



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Sponsor Benefits

	Title Sponsor \$25,000	Leadership Sponsor \$15,000	Award Sponsor \$10,000	Benefactor Sponsor \$5,000	Patron Sponsor \$2,500
Logo displayed on stage	✓				
Verbal thank you during event program	✓				
Opportunity to use Red Cross logo (guidelines will be provided)	✓				
Coordinated employee engagement activity (i.e. lunch-and learn, preparedness training)	✓				
Feature in Everett Herald thank-you ad	logo	logo			
Company featured on invitation	logo	logo			
On-stage award presentation to a Hero (Limit 3)	✓	✓	✓		
Red Cross banner or button for company website	✓	✓	✓	✓	
Sponsor recognition on regional social media	✓	✓	✓	✓	
Featured in pre-recorded slideshow presentation pre- & post-event	logo	logo	logo	name	name
Featured on signage in foyer	logo	logo	logo	name	name
Recognition in program booklet	logo	logo	logo	name	name
Recognition on American Red Cross regional webpage	logo	logo	logo	name	name
Number of reserved tables at the event	1	1	1	Optional ticket add on at a discount of \$100 per ticket up to 10 tickets	Optional ticket add on at a discount of \$100 per ticket up to 10 tickets

**American Red Cross
is the nation's
best-known nonprofit.**

Loved. Respected.



- A top charity in demonstrating **community impact**.
- One of the **most favorable brands*** among U.S. adults.
- Among the nonprofits with the **most reported buzz**.

*Among nonprofit brands.
Morning Consult, Brand Intelligence Oct-Dec 2025
Morning Consult "Most Trusted Nonprofits." Fall 2025.



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Sponsorship Commitment

Yes! I would like to join the American Red Cross in honoring local heroes at its Heroes Luncheon on December 10, 2026. Note: Sponsorship commitment must be made by Monday, November 23 to ensure all visibility benefits.

We will support the Red Cross at the following level:

\$25,000 Title Sponsor

\$15,000 Leadership Sponsor

\$10,000 Award Sponsor

\$5,000 Benefactor Sponsor

\$2,500 Patron Sponsor

Individual Table—\$1,250

Table Name _____

Please list as you would like your company or table captain name to appear at the Breakfast

Main Contact _____

Email _____

Address _____

Phone _____ Fax _____

Marketing Contact for Sponsor Benefits _____

Email _____

Phone _____

Yes, our company plans to attend the Heroes Luncheon and will provide our guest list by Monday, November 23.

No, our company is unable to attend but would be honored to seat the guests of Heroes at our table.

Table Captain Name _____

Person attending the event and inviting guests

Phone _____

Email _____

Payment Questions? Contact us at NWevents@redcross.org

Mail or email this form to:

American Red Cross

Attn: Northwest Washington Heroes Luncheon

1900 25th Ave S

Seattle, WA 98114

**If you have any questions or require additional information,
please reach out to us at NWevents@redcross.org.**