



**American Red Cross**  
Heart of Tennessee

## Heroes Luncheon

HONORING OUR LOCAL  
HEROES

### Event Sponsor Information

#### Your American Red Cross

The Heart of Tennessee Chapter of the American Red Cross is proud to serve Bedford, Cannon, Coffee, DeKalb, Franklin, Lincoln, Marshall, Moore, Rutherford, Warren and White counties in Tennessee.

#### Event Details

Join us on March 13, 2025, at Middle Tennessee State University for the 12<sup>th</sup> annual Heroes Luncheon! This year's luncheon honor Dr. Gloria Bonner. Dr. Bonner retired from MTSU in 2017. Prior to her retirement, she has spent 44 years in education with 32 of those years in academic and administrative roles at Middle Tennessee State University. Bonner has dedicated a huge percentage of her life to not only education, but also to volunteering with a long list of local non-profits that better our community. Help us honor Dr. Bonner's legacy and network with likeminded professionals dedicated to making a difference. Secure a sponsorship today to guarantee your seat at this inspiring event.

#### 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.

#### Your Red Cross Last Year

Statistics reflect service delivery between July 1, 2023-June 30, 2024.



Supported by  
282 active  
volunteers



Provided 745  
services to military  
members, veterans  
and families



Taught 5,719  
people  
lifesaving skills



Provided  
services to 156  
families following  
local disasters



Collected 13,893  
units of blood



Installed 336  
free smoke  
alarms

# Heart of Tennessee Heroes Luncheon

## 2025 SPONSORSHIP BENEFITS

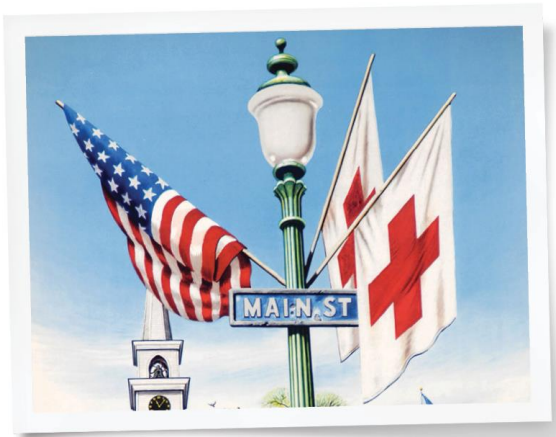


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SPONSORSHIP BENEFITS	TITLE SPONSOR: \$20,000	PRESENTING SPONSOR: \$10,000	LIFESAVER SPONSOR: \$5,000	PARTNER IN PREPAREDNESS SPONSOR: \$2,500
<b>Your investment could provide the following impact:</b>	<b>Financial assistance for 30 families impacted by a local disaster, such as a home fire</b>	<b>Five days of shelter and food for 40 disaster survivors</b>	<b>238 free smoke alarm installations with fire safety training</b>	<b>Disaster preparedness education for 250 adults and children</b>
Priority seating for you and your guests*	X	X	X	X
Custom Red Cross online giving microsite	X	X	X	X
Logo/Name displayed at event	X	X	X	X
Logo/Name displayed in Murfreesboro Blood Donor Center and in CPR Training Room for one year from the event date	X	X	X	name only
Logo/Name displayed on event web page, table centerpieces	X	X	X	
Logo/name included on invitation and program	X	X	X	
Logo/Name included in pre-event email marketing campaign with reach of 4,000 individuals	X	X	X	
Coordinated Engagement Opportunity	X	X		
Inclusion in event's press release	X	X		
Opportunity to speak from stage	X			
Branding and naming rights as the Title Sponsor	X			

\*1 Table seats 10 Guests

For more information on sponsorship opportunities, contact John Mitchell at [john.mitchell2@redcross.org](mailto:john.mitchell2@redcross.org) or 615-651-3405.



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## 2025 Heart of Tennessee Heroes Sponsorship Form

### Sponsor Level

- \$20,000 Title Sponsor
- \$10,000 Presenting Sponsor
- \$5,000 Lifesaver Sponsor
- \$2,500 Partner in Preparedness

### Contact Information

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Sponsor Name

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Contact Name

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Sponsor Address

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City/State/Zip

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Telephone Number

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Email address

### Payment Information

Check mailed for \$\_\_\_\_\_ made payable to *American Red Cross*

Credit card payment options available at [redcross.org/heartoftnheroes](http://redcross.org/heartoftnheroes)

Other \_\_\_\_\_

Thank you for your support of the 2025 Heart of Tennessee Heroes Luncheon!

Please send completed forms to Andrew Greene at [Andrew.Greene@redcross.org](mailto:Andrew.Greene@redcross.org)



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## *Heroes Luncheon*

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### **Sponsor Timeline**

To fulfill your sponsorship benefits we kindly ask you submit the following items within the designated deadlines. The benefits outlined are not mandated, and should you prefer to decline in the participation of any specific benefit noted, please notify your Red Cross contact.

Upon confirmation of support:

- Send logo for display on digital and printed materials\* to your Red Cross contact.
  - \*Logos for printed materials requested no later than January 30, 2025. Logos submitted after this date may not be included in printed material.
  - Recommended logo specifications to ensure clarity and quality
    - High-res logo (300 dpi/pixels or higher)
    - PNG or JPG file format
    - Transparent background where appropriate

February 25, 2025

- [Submit your guest list to the linked form](#)
  - Provided guest contact information will only be used for event communications.

March 13, 2025

- Event Day!
  - Middle Tennessee State University Ballroom  
1768 MTSU Blvd  
Murfreesboro, TN 37132
  - The check-in table will open at 11:00 a.m. with the program beginning promptly at 11:30a.m.