

May 2021



## 12th Annual Southern Tier Real Heroes Event

May 2021 (date TBA)  
Virtual Celebration

Every now and then, an unselfish action on behalf of a neighbor, a co-worker or even a stranger, can change another person's destiny and, at the same time, our own. **In that moment real people become... REAL HEROES!**

**The Real Heroes Event concept grew out of a desire to sponsor an event closely related to the mission of the American Red Cross.** The Red Cross provides relief to victims of disasters and helps people prevent, prepare for, and respond to emergencies. **This is done through the simple, yet powerful, process of one person putting their needs aside to help another.** Across the nation, over one million Red Cross volunteers do this each day. And, right here in the Southern Tier dedicated volunteers contribute their time and energies to assist those in need. In order to **celebrate this spirit of humanitarianism, the American Red Cross honors individuals who have shown courage, dedication, and unselfish character by their acts of heroism and good deeds in our community.**

Awards are given in the following categories: **Animal Rescue, Blood Donor, Education, Fire Rescue, Good Neighbor, Good Samaritan Adult, Good Samaritan Youth, Law Enforcement, Lifeline, Medical, Military, and Workplace Safety.**

**CONTACT US:** For sponsorship questions, please contact **Betsy Morrissey, Regional Philanthropy Officer** at [Elizabeth.Morrissey@redcross.org](mailto:Elizabeth.Morrissey@redcross.org) or 607.368.1050.

# Sponsorship Benefits



## PREMIER SPONSOR - \$11,000

- Unlimited viewing access to virtual event
- Event Title recognition – “Southern Tier Real Heroes Presented By...”
- Logo recognition opportunities:
  - Virtual event banner
  - Event websites with link to your company's page
  - Save the Date & digital invitation
  - Digital event program cover
  - Hero introduction slide
  - Digital media
  - Social media event page
  - Individual social media “thank you” post
- Full-page ad in virtual “waiting room”
- Special recognition in digital program as Premier Sponsor
- Media recognition in event PR
- Video introduction of Hero Award Recipient (pre-recorded)
- Plaque for sponsorship
- Honorary Chair representative opportunity
- Post-Event mentions (link to the event available on various platforms)
- Reduced carbon footprint
- [American Red Cross Ready Rating Membership](#)

## AWARD SPONSOR - \$6,000

- Unlimited viewing access to virtual event
- Logo recognition opportunities:
  - Virtual Event banner
  - Event websites with link to your company's page
  - Award Sponsor group social media “thank you” post
  - Hero Introduction slide
  - Digital media
- Full-page ad in virtual “waiting room”
- Special recognition in digital program as Award Co-Sponsor
- Video introduction of Hero Award Recipient (pre-recorded)
- Plaque for sponsorship
- Post-Event mentions (link to the event available on various platforms)
- Reduced carbon footprint
- [American Red Cross Ready Rating Membership](#)

# Sponsorship Benefits



## MISSION MOMENT SPONSOR - \$4,000

- Unlimited viewing access to virtual event
- Logo recognition opportunities;
  - Event websites with link to your company's web page
  - Digital media
  - Mission Moment Sponsor social media "thank you" post
  - Mission Moment Introduction Slide
- Full page ad in virtual "waiting room"
- Special recognition in digital program as Mission Moment Sponsor
- Video introduction of Hero Award Recipient (pre-recorded)
- Plaque for sponsorship
- Reduced carbon footprint
- [American Red Cross Ready Rating Membership](#)

## VIRTUAL TABLE SPONSOR - \$3,000

- Unlimited viewing access to virtual event
- Logo recognition opportunities;
  - Event websites
  - Virtual Table group social media "thank you" post
- Half page ad in virtual "waiting room"
- Recognition in Digital Event Program as Table Sponsor
- Plaque for sponsorship
- Reduced carbon footprint
- [Citizens Preparedness](#) Corps/Lunch and Learn

## BENEFACITOR SPONSOR - \$1,500

- Unlimited viewing access to virtual event
- Text recognition opportunities;
  - Event websites
  - Virtual Table group social media "thank you" post
  - Digital Event Program
- Reduced carbon footprint



# Sponsorship Sign-Up



Please send completed form to Betsy Morrissey, Regional Philanthropy Officer at [Elizabeth.Morrissey@redcross.org](mailto:Elizabeth.Morrissey@redcross.org) or call for more information at 607.368.1050.

## SPONSORSHIP SELECTION

- |                                                          |                                                         |
|----------------------------------------------------------|---------------------------------------------------------|
| <input type="checkbox"/> Premier Sponsor: \$11,000       | <input type="checkbox"/> Award Sponsor: \$6,000         |
| <input type="checkbox"/> Mission Moment Sponsor: \$4,000 | <input type="checkbox"/> Virtual Table Sponsor: \$3,000 |
| <input type="checkbox"/> Benefactor Sponsor: \$1,500     |                                                         |

Hero Category Preference (Premier, Award & Mission Moment Sponsors): \_\_\_\_\_

*\*Animal Rescue, Blood Donor, Education, Fire Rescue, Good Neighbor, Good Samaritan Adult, Good Samaritan Youth, Law Enforcement, Lifeline, Medical, Military, and Workplace Safety*

## COMPANY INFORMATION FOR SPONSORSHIP

Company Name: \_\_\_\_\_

Contact Name & Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Billing Address: \_\_\_\_\_

## PREFERRED PAYMENT METHOD

- ☐ Check (payable to American Red Cross)
- ☐ Credit card: ☐ VISA    ☐ AMEX    ☐ MC    ☐ DISC

Card number: \_\_\_\_\_ Exp: \_\_\_\_\_ CCV: \_\_\_\_\_

Authorized signature: \_\_\_\_\_

*\*All confirmed sponsorships will be invoiced upon commitment.*

# Logo & Ad Requirements



## MARKETING CONTACT INFORMATION FOR LOGO & DIGITAL AD NEEDS

Contact Name \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

## LOGO & DIGITAL AD DEADLINES

- **Logo for Website** = Upon sponsorship confirmation
- **Digital Event Ad** = April 16, 2021

## LOGO RECOMMENDATIONS

- Please provide a high-res logo 300 dpi/pixels
- Required format is PNG or JPG for web. May also use vector files for print.
- Preference is for a transparent background.
- Your logo is going to be displayed on the big screen! Complying with recommendations helps ensure it looks fantastic for the movie previews and presentation video.
- Your company's graphic designer is a great point of reference to work with.