

May 19, 2022



**American Red Cross**  
Southern Tier Chapter

## 13th Annual Southern Tier Real Heroes Breakfast

**May 19, 2022**

**DoubleTree by Hilton Binghamton  
225 Water St, Binghamton, NY 13901**

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. 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:** Please reach out to Michael Rivera, Regional Philanthropy Officer at [Michael.Rivera3@redcross.org](mailto:Michael.Rivera3@redcross.org) or (607) 238-6187.

# Sponsorship Benefits



## PREMIER SPONSOR - \$11,000

- Two (2) tables of ten (10) guests
- Hero Award Presenter
  - Seated on the Dais with your Hero, during event
- Ten (10) tickets to the Keynote Reception
- Event Title recognition – “Southern Tier Real Heroes Breakfast Presented By...”
- Logo recognition opportunities:
  - Event website
  - Event program cover
  - Social media event page
  - “Thank you” post on social media
  - Keynote Reception invitation
  - Event signage, including Keynote Reception
- Virtual “Meet & Greet” with your Hero
- Full-page ad in Event Program
- Media recognition at Keynote Reception and post-event print and media
- Opportunity to submit 3-minute video to promote event on event page and social media
- Honorary Chair representative opportunity
- Award plaque for sponsorship
- [American Red Cross Ready Rating Membership](#)

## AWARD SPONSOR - \$6,000

- Two (2) tables of ten (10) guests
- Hero Award Presenter
  - Seated on the Dais with your Hero, during event
- Five (5) tickets to the Keynote Reception
- Logo recognition opportunities:
  - Event website
  - Award Sponsor group social media “thank you” post
  - Event signage
- Virtual “Meet & Greet” with your Hero
- Full-page ad in Event Program
- Media recognition at Keynote Reception and post-event print and media
- Opportunity to submit 1-minute video to promote event on social media
- Award plaque for sponsorship
- [American Red Cross Ready Rating Membership](#)

# Sponsorship Benefits



## MISSION MOMENT SPONSOR - \$4,000

- One (1) table of ten (10) guests
- Hero Award Presenter
  - Seated on the Dais with your Hero, during event
- Two (2) tickets to the Keynote Reception
- Logo recognition opportunities:
  - Event website
  - Individual social media "thank you" post
  - Event signage
  - Prominent signage during Keynote Reception and Press Conference
- Virtual "Meet & Greet" with your Hero
- Half-page ad in Event Program
- Media recognition at Keynote Reception and post-event print and media
- Opportunity to submit 1-minute video to promote event on social media
- Award plaque for sponsorship
- [American Red Cross Ready Rating Membership](#)

## CORPORATE TABLE SPONSOR - \$3,000

- One (1) table of ten (10) guests
- Logo recognition opportunities:
  - Event website
  - Corporate Table group social media "thank you" post
  - Event signage
- Two (2) tickets to the Keynote Reception
- Quarter-page ad in Event Program
- Award plaque for sponsorship

## BENEFACTOR SPONSOR - \$1,500

- Half table of five (5) guests
- Text recognition opportunities:
  - Event websites
  - Event Program
  - Signage

# Sponsorship Sign-Up



Please send the completed form to Michael Rivera, Regional Philanthropy Officer at [Michael.Rivera3@redcross.org](mailto:Michael.Rivera3@redcross.org) or call for more information at (607) 238-6187.

## SPONSORSHIP SELECTION

- Premier Sponsor: \$11,000                       Award Sponsor: \$6,000  
 Mission Moment Sponsor: \$4,000               Corporate Table Sponsor: \$3,000  
 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: \_\_\_\_\_

# Logo & Ad Requirements



## MARKETING CONTACT INFORMATION FOR LOGO & DIGITAL AD NEEDS

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

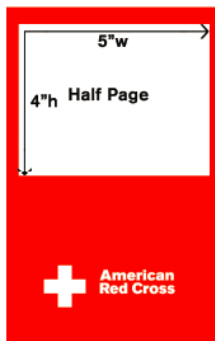
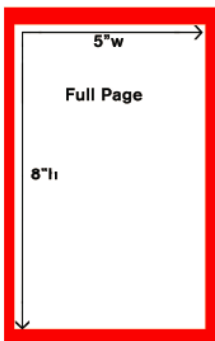
Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**\*Logo for Website is requested to be sent to us upon sponsorship confirmation**

## 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 company's graphic designer is a great point of reference to work with.

## AD SPECIFICATIONS FOR EVENT PROGRAM



# Sponsorship Tasks & Timelines



To fulfill your Sponsorship benefits, we kindly ask that you submit the following items to us within the designated deadlines. Michael Rivera, Regional Philanthropy Officer at [Michael.Rivera3@redcross.org](mailto:Michael.Rivera3@redcross.org).

The benefits outlined above are exactly that – benefits, and not mandated. Should you prefer to decline in the participation of any specific item noted, please notify your Regional Philanthropy Officer.

## **UPON CONFIRMATION OF SUPPORT**

*\*For sponsorships with logo benefits*

- Submit logo based on recommendations detailed previously.

## **MARCH 11, 2022**

*\*For sponsorships with presenter benefits*

- Select Hero category and company representative.

## **APRIL 4, 2022**

- Submit ad for program.
- Submit your social media handles to tag for thank you posts.

## **MAY 1, 2022**

*\*For sponsorships with applicable benefits*

- Virtual Meet & Greet with your Hero to get to know their story better prior to the event
- Submit event promotional video for use on social media. Please reach out to us if you would like to request talking points or a script for video.

## **MAY 5, 2022**

- Submit final guest list for the breakfast and reception.

## **MAY 18, 2022**

- Attend Keynote Reception the night before the event at the Doubletree Binghamton Hotel.

## **MAY 19, 2022**

- Attend the Breakfast at the Doubletree Binghamton Hotel.