



2026

# Western New York's Real Heroes Celebration

Presented by

Carolyn and John Yurtchuk and the



**Friday, October 23, 2026 ▪ Salvatore's Italian Gardens**

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Every now and then, an unselfish, extraordinary 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...ordinary people become real heroes.**

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**American Red Cross**  
of Western New York

# Western New York's Real Heroes Celebration

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## Celebrate Your Community, Celebrate Real Heroes

Sponsoring the Real Heroes Celebration demonstrates your organization's commitment to safety, service, and community leadership while supporting lifesaving Red Cross programs across Western New York.

As the signature fundraiser for the American Red Cross Western New York Chapter, this event brings together business leaders, first responders,

community champions, and neighbors to honor everyday people whose courageous actions saved lives or changed futures. A sponsorship for the Real Heroes Celebration fuels Red Cross programs that help families recover from home fires, ensure hospital patients receive lifesaving blood, support service members and veterans, and prepare communities to respond in moments of crisis.

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Making an Impact Right Here, Right Now:

## The Western New York Chapter at a Glance

Fiscal Year 2025

*Serving Cattaraugus, Chautauqua, Erie, Genesee, Niagara and Wyoming Counties.*



Responded to **288** disasters, assisting **444** families on their path to recovery.



Held more than **1,100** blood drives, collecting over **26,600** units that were distributed to area hospitals.



Installed **1,260** smoke alarms in homes throughout the chapter, along with fire safety education, making **484** homes safer.



Provided more than **500** case services to members of the military, veterans and their families.



Provided training in lifesaving skills, including First Aid/CPR/AED instruction to more than **23,500** enrollees.



Supported by **746** active volunteers who gave more than **33,000** hours of service to the Western New York Chapter.

The American Red Cross is proud that an average of 90 cents of every dollar we spend is invested in delivering care and comfort to those in need.



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## Event Sponsorship Opportunities and Benefits

	Community Champion	Hero Award Sponsor	Sustainer Sponsor	Advocacy Sponsor	Resiliency Sponsor
<b>Cost</b>	\$15,000	\$8,000	\$5,000	\$3,000	\$1,500
<b>Exclusivity</b>	5 slots Available	10 slots Available			
<b>Event Guest Benefits</b>					
<b>Hero Award Presentation</b>	✓	✓			
<b>Reserved Seats</b>	20 with premier seating	10 with premier seating	8 with prime seating	6 with reserved seating	4 with reserved seating
<b>Verbal Event Acknowledgement</b>	✓	✓	✓		
<b>Digital and Printed Event Signage</b>	Prominent logo placement	Logo	Logo	Name	
<b>Marketing Benefits (deadlines apply)</b>					
<b>Print and Email Invitations</b>	Prominent logo placement	Logo placement	Logo in email invitation		
<b>Event Webpage</b>	Prominent logo placement	Logo	Logo	Logo	Logo
<b>Social Media</b> (@redcrosswny on Facebook, LinkedIn, Instagram and X)	Mentions in all event posts, including Hero video	Two mentions, including Hero video	One mention		
<b>Press and Communications</b>	✓	✓			
<b>Employee Engagement Opportunities</b>					
<b>Hands-Only CPR Training</b>	✓	✓	✓		
<b>Home Fire Campaign Day of Impact</b>	✓	✓			

Sponsorships are accepted on an ongoing basis, commit early to maximize your benefits!



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## Real Heroes Celebration Sponsorship Commitment Form

### Sponsorship Level

\$15,000 — Community Champion

\$3,000 — Resiliency Sponsor

\$8,000 — Hero Award Sponsor

\$1,500 — Advocacy Sponsor

\$5,000 — Sustainer Sponsor

### A-La Carte Opportunities for Support Can be selected on their own or in addition to any of the above sponsorships.

\$600 — Reserve a Table of 8

\$200 — Honorary Committee. Show your support for the Red Cross or a Real Hero by joining the Honorary Committee. Members receive two (2) tickets to the event and can include a message or advertisement in the digital program.

### Company Information

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

(As you wish to appear in written event communication)

Contact Name and Title: \_\_\_\_\_

Email Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

### Method of Payment

Check (Payable to the American Red Cross. Memo: WNY Real Heroes)

Invoice Requested

Credit Card (The Events Specialist will call you)

**Upon confirmation of your support, please provide the Red Cross with your company's logo based on the specifications below.**

- High-res (300 dpi/pixels or more)
- Transparent background
- .png or .jpeg format

### Important Dates

- Community Champion and Hero Award Sponsor Commitment Deadline: October 2, 2026
- RSVP Deadline: October 9, 2026
- Inclusion in digital and print materials cannot be guaranteed for donations pledged after October 9.



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