



May 14, 2026
The DoubleTree by Hilton Binghamton



American Red Cross
Southern Tier Chapter

*Serving Broome, Chemung, Chenango, Cortland, Delaware, Otsego, Schuyler,
Steuben, Sullivan, Tioga, Tompkins and Susquehanna Counties.*



Real People, Real Heroes

The Southern Tier Real Heroes Breakfast is a celebration of the everyday heroes in our community who have saved the life of another. This powerful, emotional, event celebrates the individuals and groups that embody the spirit of the American Red Cross through acts of courage, dedication, and unselfish character.

Please join us as we pay tribute to these amazing individuals. A gift to the Real Heroes event provides essential resources to meet the growing needs of our community wherever the need is greatest.

See some examples of what your gift can do here:



\$500 provides 49 service members or veterans in hospitals with a Red Cross bag filled with comfort items such as a washcloth, shampoo, soap, comb and other necessities.



\$1,000 provides food and shelter to a family of four for five days. This service includes providing breakfast, lunch and dinner, the costs to mobilize and distribute a cot, two blankets and a comfort kit, and the costs of Red Cross workers to provide this support.



\$2,000 covers the cost to deploy a volunteer to a disaster response operation. Day in and day out, local volunteers from our community travel across the nation to help others recovering from disaster. This amount covers their travel, transportation, lodging, food and vital support systems like our online Volunteer Connection portal.



\$3,000 covers the cost of 176 smoke alarms, which the Red Cross installs in families' homes to prevent home fires, the most common disaster Red Cross volunteers respond to.



\$4,000 provides cleanup kits for nearly 30 families. These kits, stored and ready for distribution nationwide, contain items needed to begin recovery immediately after a disaster.



\$6,000 covers the cost of providing emergency communications and critical community services to 187 military families through our Hero Care Center so military personnel can be in touch with their families following the death of an immediate family member or birth of a child.

Please know that on average, 90 cents of every dollar donated to the American Red Cross goes to support mission delivery, not overhead. You can be assured that your support of our event will impact many lives across the Southern Tier.

In gratitude,



American Red Cross
Southern Tier Chapter



Sponsorship Opportunities and Benefits

	Award Sponsor	Mission Moment Sponsor	Table Sponsor
Dollar Amount	\$6,000	\$4,000	\$3,000
Exclusivity	11 slots open	N/A	N/A
Event Guest Benefits			
Hero Award Presentation	✓	Opportunity to co-present an award*	N/A
Priority Award Category Preference	✓	First-come-first-serve basis following Award Sponsors	N/A
Reserved Seats	1 table for 10 guests	1 table for 10 guests	1 table for 10 guests
Marketing Benefits (Deadlines Apply)			
Event Website and Mobile Giving Platform	Logo placement	Logo placement	Logo placement
Press and Communications	Recognized as award sponsor	Recognized as award co-sponsor (if applicable)	N/A
Social Media (Facebook, Instagram, LinkedIn and X)	Mention as award sponsor when hero video is shared on regional social media post-event	Mention as award co-sponsor when hero video is shared on regional social media post-event	N/A
Digital and Printed Event Materials	Logo placement	Logo placement	Logo placement
Post-Event Benefits			
Ready Rating Membership	✓	✓	N/A
Hands-Only CPR Training for Employees	✓	✓	N/A
Opportunity to Host a Blood Drive	✓	✓	N/A

* Co-presentation opportunity is based on availability after Award Sponsors. Categories will be selected for co-presentation on a first-come-first-serve basis. All logo and media recognition opportunities associated with award presentation will be honored for co-presenters. Representatives from both companies may present the award together. You will be notified of your presentation status following the sponsorship commitment due date, April 24, 2025.



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Sponsorship Opportunities and Benefits, Continued

	Patron Sponsor	Benefactor Sponsor	Friend of the Red Cross
Dollar Amount	\$2,000	\$1,000	\$500
Exclusivity	N/A	N/A	N/A
Event Guest Benefits			
Reserved Seats	Half table for 5 guests	3 seats	2 seats
Marketing Benefits (Deadlines Apply)			
Event Website and Mobile Giving Platform	Name in text	Name in text	Name in text
Digital and Printed Event Materials	Name in text	Name in text	Name in text

Superhero Shoutouts and Additional Tickets

Can be purchased separately or in addition to any sponsorship.

Superhero Shoutouts

Share a photo and personalized message in honor of one or multiple heroes in the pre-event slideshow for everyone to see. Photos and messages must be submitted to your Red Cross Representative by May 1, 2026, to be included in the presentation.

- Full-Page Slide: \$100
- Half-Page Slide: \$75
- Quarter-Page Slide: \$50

Additional Tickets

Purchase extra tickets for your group at \$65 each. Guest names are due to your Red Cross Representative by May 1, 2026.

Honorary Committee

Show your support for our Real Heroes and the American Red Cross by joining the Honorary Committee. For \$225, members receive two tickets to the event and a half-page hero shoutout in the pre-event slideshow. Honorary Committee tickets must be purchased by May 1, 2026.



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Southern Tier Real Heroes Event Commitment Form

Please notify your Red Cross Representative of your sponsorship commitment no later than April 24, 2026, for sponsorships of \$4,000 or more, and May 1, 2026, for sponsorships of \$3,000 or less.

All guest lists are due on May 1, 2026.

Sponsorship/Donation Level

Award Sponsor (\$6,000)

Mission Moment Sponsor (\$4,000)

Table Sponsor (\$3,000)

Patron Sponsor (\$2,000)

Benefactor Sponsor (\$1,000)

Friend of the Red Cross (\$500)

Superhero Shoutout and Ticket Add-Ons (select all that apply)

Full-Page Shoutout (\$100)

Half-Page Shoutout (\$75)

Quarter-Page Shoutout (\$50)

Additional Tickets (\$65 ea.): _____

Honorary Committee Membership
(\$225)

Award Category Preference (for Award and Mission Moment Sponsors)

1. _____
2. _____
3. _____



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Southern Tier Real Heroes Event Commitment Form, continued

Company Information

Company Name (as you wish to appear in written communication)

Contact Name and Title

Email Address

Phone Number

Billing Address

Payment Instructions

Please make all checks payable to the American Red Cross with "Southern Tier Real Heroes" written in the memo line. Please address all checks to:

American Red Cross Southern Tier Chapter
Attn: Real Heroes
620 East Main Street
Endicott, NY 13760

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

Thank you for partnering with the American Red Cross of the Southern Tier to recognize the Real Heroes in our chapter! We look forward to hosting you at the celebration and will be in contact with you in the coming weeks with more details.

If you have any questions, please reach out to Natalie Doller, Events Coordinator, at natalie.doller2@redcross.org for more information.



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