



Wednesday, May 12, 2027 at 8:30 a.m.
The DoubleTree by Hilton Binghamton

Real People, Real Heroes

The Southern Tier Real Heroes Breakfast is a powerful, emotional celebration of those who embody the spirit of the American Red Cross through acts of courage, dedication and unselfish character.

As the signature fundraiser for the American Red Cross Southern Tier Chapter, this event brings together business leaders, first responders, community champions, and neighbors to honor everyday people whose courageous actions saved lives.

Since its inception nearly 20 years ago, the Real Heroes Breakfast has become one of the Southern Tier's most treasured events.

A sponsorship for the event fuels local 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.



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 American Red Cross shelters, feeds and provides comfort to people affected by disasters; supplies about 40% of the nation's blood; teaches skills that save lives; distributes international humanitarian aid; and supports veterans, military members and their families. Every class of Real Heroes embodies this spirit of humanitarianism through good deeds and lifesaving actions in our community.

The Red Cross is not a government agency. The Red Cross is a registered 501(c)(3) nonprofit organization that depends on volunteers and the generosity of the American public to deliver its mission.

A gift to the Southern Tier Chapter Real Heroes Breakfast fuels lifesaving Red Cross programs in Broome, Chemung, Chenango, Cortland, Delaware, Otsego, Schuyler, Steuben, Sullivan, Tioga, Tompkins and Susquehanna Counties.

Visit redcross.org/STRealHeroes to attend, sponsor or donate to this moving event.

The Red Cross Southern Tier Chapter at a Glance

July 2025–June 2026

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



Provided training in lifesaving skills, including First Aid/CPR/AED instruction, to **15,894** enrollees.



Responded to **205** disasters, assisting **261** families guiding them on the path to recovery.



Held more than **1,457** blood drives, collecting **31,855** units that were distributed to area hospitals.



Supported by more than **685** active volunteers who gave **30,862** hours of service to the Southern Tier Chapter.



Provided **220** services to members of the military, veterans and their families, including resource fairs and VA hospital events.



Installed over **500** free smoke alarms in homes throughout the region, along with fire safety education, making about **170** homes safer.

The Red Cross is proud that an average of 91 cents of every dollar we spend is invested in delivering care and comfort to those in need.



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Southern Tier Chapter



Sponsorship Opportunities

	Presenting Sponsor	Community Champion	Hero Sponsor	Mission Moment Sponsor	Corporate Sponsor	Resiliency Sponsor
Donation Amount	\$20,000	\$10,000	\$6,000	\$4,000	\$3,000	\$1,500
Event Guest Benefits						
Hero Award Presentation	✓	✓	✓			
Verbal Event Acknowledgement	✓	✓	✓			
Tickets	30 tickets (3 tables)	20 tickets (2 tables)	10 tickets (1 table)	8 tickets	6 tickets	4 tickets
Digital & Print Event Signage	Premier logo placement	Prominent logo placement	Logo placement	Text	Text	Text
Marketing Benefits (Deadlines Apply)						
Print & Email Invitations	Premier logo placement	Prominent logo placement	Logo placement			
Social Media (@redcrosswny on Facebook, LinkedIn, Instagram and X)	Mentions in all event posts, including Hero video	Two mentions, including Hero video	One mention in Hero Video			
Digital Event Program	Full Page Ad and logo on cover page	Full page ad	Half page ad	Quarter page ad	Quarter page ad	Name in Text
Event Website	Premier logo placement	Prominent logo placement	Logo	Text	Text	Text
Employee Engagement Opportunities						
Hands Only CPR Employee Engagement Activity	✓	✓	✓			
Home Fire Campaign Employee Engagement Activity	✓	✓				

Sponsorships are accepted on a rolling basis and Hero award categories are reserved on a first-come-first-served basis. Commit early to maximize your benefits and secure your preferred award!



American Red Cross
Southern Tier Chapter



Sponsorship Commitment Form

Please email your completed form to Natalie Bittner, Events Specialist (natalie.bittner@redcross.org).

Company Information

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

Contact Name and Title

Email Address

Phone Number

Mailing Address

Sponsorship Level

- | | |
|---|--|
| ☐ Presenting Sponsor: \$20,000 | ☐ Mission Moment Sponsor: \$4,000 |
| ☐ Community Champion: \$10,000 | ☐ Corporate Sponsor: \$3,000 |
| ☐ Hero Sponsor: \$6,000 | ☐ Resiliency Sponsor: \$1,500 |

Other Opportunities for Support

Can be purchased in addition to any of the above sponsorships.

- ☐ Honorary Committee Member (\$500): 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 "button" acknowledgement in the event program.
- ☐ Individual Event Tickets (\$50): Purchase additional tickets for as many individuals as you like.

Payment Method

- ☐ Check (Payable to the American Red Cross. Memo: Southern Tier Real Heroes)
- ☐ Provide my company with an invoice
- ☐ Credit Card (Visit redcross.org/STRealHeroes to make your purchase)

Important Dates

- February 26, 2027: Cut off for inclusion in printed invitation
- April 12, 2027: Deadline for award category selection/select your company's award presenter
- April 23, 2027: Program ad submission deadline
- April 30, 2027: RSVP deadline

Thank you!



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