



*Southern
Tier Chapter
Real Heroes
Breakfast*

Wednesday, May 14, 2025

DoubleTree by Hilton Binghamton



American Red Cross
Southern Tier Chapter



“It made me proud that I saved their lives that day.”

Dakota J. Donohue II, Youth Good Samaritan Hero

“I’m happy my siblings were unharmed; I’m just glad they’re safe.”

Madeena Rose Lewis, Youth Good Samaritan Hero

Both Dakota and Madeena were honored as *Youth Good Samaritan Heroes* for saving their families’ lives when their homes went up in flames.

 [Watch their story here](#)



American Red Cross
Southern Tier Chapter



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, like Dakota and Madeena. This powerful, emotional, event celebrates the individuals and groups right here that embody the spirit and mission of the Red Cross through acts of courage, dedication, unselfish character, and good deeds.

A gift to the Real Heroes event provides essential resources to meet the growing needs of our community wherever the need is greatest. Gifts of all sizes matter and will have a lifesaving impact in the Southern Tier.

See some examples of what your gift can do here:



\$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.



\$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.



\$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.



\$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.



\$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.



\$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.

Thank you for supporting the life-changing work of the American Red Cross and the Southern Tier's new class of Real Heroes.

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			
Real 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			
<u>Ready Rating Membership</u>	✓	✓	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 1, 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





Southern Tier Real Heroes Event Commitment Form

Please notify your Red Cross representative of your participation in the event by April 1, 2025.

Sponsorship/Donation Level

Award Sponsor (\$6,000)

Patron Sponsor (\$2,000)

Mission Moment Sponsor (\$4,000)

Benefactor Sponsor (\$1,000)

Table Sponsor (\$3,000)

Friend of the Red Cross (\$500)

Award Category Preference (for Award and Mission Moment Sponsors)

- _____
- _____
- _____

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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Award Categories

Do you know a Real Hero? Nominate them [here](#).

Animal Rescue: Presented to the family of a pet who was instrumental in saving a life, or an individual who was instrumental in saving an animal's life.

Blood Donor: Presented to an individual or organization who has helped save lives through blood donations, created awareness of the importance of blood donations, helped to ensure a sufficient blood supply is available, and/or acted as a blood services advocate for the community.

Education: Presented to an individual or team who used lifesaving skills to save the life of another in an educational setting, or an educator who had a significant impact inside or outside of the school.

Fire Rescue: Presented to a firefighter(s), volunteer or paid, whose lifesaving actions exemplify the very highest standards of their calling.

Good Neighbor: Presented to an individual(s) or professional rescuer(s) involved in rescuing a person from a life-threatening situation or who had a meaningful impact in the life of another or the community.

Good Samaritan — Adult (21+): Presented to an individual(s) who used lifesaving skills to save the life of another, or had a significant, meaningful impact upon the life of another.

Good Samaritan — Youth (20 & under): Presented to an individual(s) who used lifesaving skills to save the life of another, or had a significant, meaningful impact upon the life of another.

Law Enforcement: Presented to a law enforcement officer whose lifesaving actions exemplify the very highest standards of their calling.

Medical: Presented to a medical professional, organization, or individual whose lifesaving action or preparedness exemplifies the very highest standards of their calling.

Lifeline: Presented to an individual, a 9-1-1 dispatcher or caller, paramedic, or EMT who utilized emergency communications, or preparedness, such as training or tools, to save the life of another.

Military: Presented to a member of the Armed Forces (active or former, commissioned, or non-commissioned) whose lifesaving actions or preparedness exemplify the very highest standards of their calling, or to a person/organization dedicated to veteran services.

Workplace Safety: Presented to a business owner, manager, or employee whose preparedness or lifesaving actions exemplify the very highest standards of their calling.



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