

A collection of American Red Cross medals and pins is displayed on the left side of the poster. At the top is a large blue and white striped ribbon with a circular medal featuring a red cross and the words "SERVICE" and "AMERICAN RED CROSS". Below it are several other pins: a white cross on a red background, a circular pin with "WE SERVE" and a red cross, a circular pin with "LIFE SAVING SENIOR" and a red cross, and a large circular pin with "NATIONAL RED CROSS" and "AMERICAN RED CROSS" around a red cross.

American Red Cross

Real Heroes Celebration

December 4, 2024

Marriott Syracuse Downtown



American Red Cross
Central & Northern New York

Sponsorship Packet

Every now and then, a selfless and extraordinary act on behalf of a neighbor, a co-worker or even a stranger changes another person's destiny and at the same time, our own.



American Red Cross
Central & Northern New York

Thank you for considering a sponsorship for our 2024 Real Heroes Celebration.

It is under the simple yet powerful ideal of one person putting their own needs aside to help another that the Red Cross works to provide relief to those impacted by disaster and help people prevent, prepare for, and respond to emergencies.

Our “Real Heroes” event celebrates American Red Cross mission and spirit of humanitarianism by honoring individuals in Central and Northern New York who have shown courage, dedication, and selfless character by their acts of heroism or volunteerism to assist those in need within their communities.

Please join us as we pay tribute to those individuals who have demonstrated these ideals through their actions.

Your support makes a difference to the thousands of our very own neighbors who are helped through emergency services, preparedness and education programs, and health and safety programs provided by your local Red Cross.

Thank you for your continued support of the American Red Cross mission!

With gratitude,

Lisa Smith
Executive Director
American Red Cross
Central and Northern NY Chapter

Kate Qualters
Chief Development Officer
American Red Cross
Eastern New York Region

Caitlin Cregg
Event Committee Chair
American Red Cross
CNNY Chapter Board Member

Real Hero Award Categories

Community Impact Hero Award

An individual, group, or organization that has displayed leadership and commitment to community by making a positive, noticeable, and significant impact through their efforts; the nominee has identified a community need and created a program or service or took action to address that need.

Blood Services Hero

An individual, group, or organization involved in activities that create awareness of the importance of blood donation in the community, helps to ensure a sufficient and safe blood supply is available to those in need, and/or acts as an activist for the blood community at large.

Disaster Response Hero

An individual, group/organization who has exhibited heroic efforts to assist others in need in any or all the areas of disaster services, or responded to the needs of a community that experienced an emergency through acts of kindness, courage, or selflessness.

Military Hero

An individual or group of U.S. service member(s) (active, reserve, and guard), veteran(s), military supporter (s), or an organization that serves the military, that has exhibited heroic efforts in response to an emergency, or is involved in an ongoing commitment to the community through acts of kindness, courage, or selflessness in response to an identified need.

Emergency Services Hero

A fire fighter, law enforcement professional, paramedic, emergency medical services (EMS) representative, or other medical professional that has exhibited heroic efforts, acting above and beyond the call of duty, to save the life of another, or is/was involved in an ongoing commitment to their community through acts of kindness, courage, or selflessness in response to an identified need.

Adult Good Samaritan Hero

An individual or group (age 18 or over) that has exhibited heroic efforts and that has used life-saving skills (i.e. lifeguard, CPR, or first aid training) to save the life of another or prevent serious injury, or is/was involved in an ongoing commitment to their community through acts of kindness, courage, or selflessness in response to an identified need.

Youth Good Samaritan Hero

An individual/group (under the age of 18) that has exhibited heroic efforts and that has used life-saving skills (i.e. lifeguard, CPR, or first aid training) to save the life of another, or is/was involved in an ongoing commitment to their community through acts of kindness, courage, or selflessness in response to an identified need.

Sponsorship Opportunities and Benefits

Level	Presenting Sponsor	Hero Award Sponsor	Lifesaver Sponsor	Resiliency Sponsor	Advocacy Sponsor
Cost	\$15,000	\$8,000	\$5,000	\$2,500	\$1,500
Exclusivity	One available	Seven available			
MARKETING BENEFITS (deadlines apply)					
Print and Email Invitations	Largest logo	Logo	Logo	Name	Name
Event Webpage	Largest logo	Logo	Logo	Name	Name
Social Media	Mentions in all event posts, logo on web banner	Two mentions, logo on web banner	One mention, name on web banner	One mention	
Press and Communications	✓	✓			
EVENT GUEST BENEFITS					
Reserved Seats	20 with premier seating	10 with premier seating	8 with prime seating	6 with reserved seating	4 with reserved seating
Heroes Reception	✓	✓	✓		
Table Signage	Logo	Logo	Logo	Name	
Digital and Printed Event Signage	Logo on all slides	Logo	Logo	Name	Name
Verbal Acknowledgement	✓	✓	✓	✓	
Speaking Opportunity	Welcoming remarks	Hero Award presentation			
YOUR LASTING IMPACT					
Mission Impact	Covers the cost of three blood drives.	Covers the cost of opening a shelter for one night.	Helps 8 families with financial assistance after a home fire.	Provides 135 homeless veterans with a bag of vital comfort items.	Provides 250 blankets to those impacted by disaster.
Community Blood Drive	Sponsor recognition at a Red Cross community blood drive	Shared sponsor recognition at a Red Cross community blood drive			



COMMITMENT FORM

DEADLINE FOR COMMITMENTS IS FRIDAY, SEPTEMBER 20, 2024

Please print your / your company or foundation name exactly as you would like it to be listed on all printed and web-based promotional materials.

Company/Foundation/Name

Contact Name (if different than above)

Title

Address (Street, City, State, Zip)

Phone

Email

SELECT YOUR SPONSORSHIP LEVEL

- Presenting Sponsor - \$15,000** *(one available)*
- Award Sponsor - \$8,000** *(seven total available)*

*Please mark your top two preferences for award sponsorship below with a "1" and "2."
We will do our best to honor your top choices. Descriptions can be found on Page 4 of this packet.*

- Community Impact Hero
- Blood Services Hero
- Disaster Response Hero
- Military Hero
- Youth Good Samaritan Hero
- Adult Good Samaritan Hero
- Emergency Services Hero

- Lifesaver Sponsor - \$5,000**
- Resiliency Sponsor - \$2,500**
- Advocacy Sponsor - \$1,500**

Please continue to the back of this page to provide payment information and for additional Real Heroes Celebration giving options.

ADDITIONAL OPPORTUNITIES TO SUPPORT (*instead of / in addition to sponsorship*)

- I/we would like to reserve ____ event ticket(s) at \$65/person.
- I/we would like to reserve a table of ten at the event for \$600.
- I/we would like to sponsor a Red Cross volunteer’s reservation at \$50 per volunteer.
- I/we would like to support the Red Cross with a donation of \$_____.

TOTAL amount (include sponsorship): \$_____

PAYMENT INFORMATION

- Please send an invoice.
- A check will be forwarded before December 1, 2024
- Please charge my credit card \$_____
 - Visa Mastercard American Express

Name (as it appears on card)

Card Number

Expiration Date

Billing Address (Street, City, State, Zip)

Please mail completed form and payments to:

American Red Cross Eastern New York
ATTN Real Heroes Celebration
33 Everett Rd, Albany, NY 12205

Or email to laurie.walker2@redcross.org

Thank you for your support!



American Red Cross
Central & Northern New York

Questions? Please contact Laurie Walker at laurie.walker2@redcross.org or 315/317-9481