



 $Uplifting \cdot Unwavering \cdot Unstoppable$

May 21, 2021 \cdot Eastern New York \cdot Blood Drives and a Virtual Event

SPONSORSHIP OPPORTUNITIES

FRIDAY, MAY 21, 2021

BLOOD DRIVES in 6 LOCATIONS SIGN UP AT REDCROSS.ORG/140years

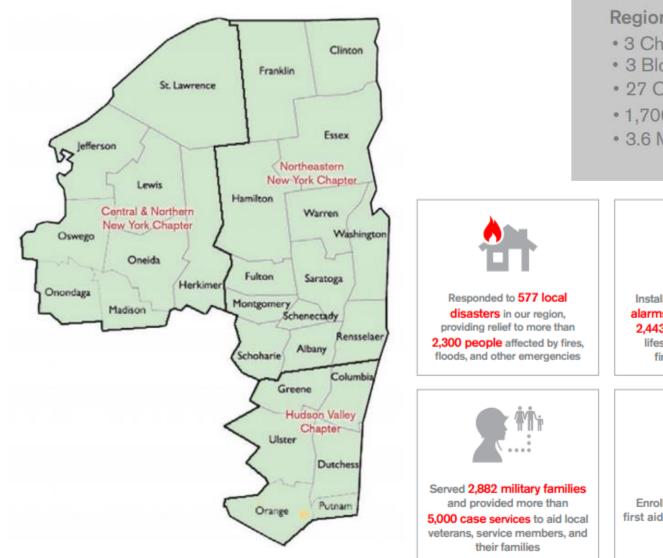
VIRTUAL PROGRAM 6:30 TO 7:00 PM

VIRTUAL AFTER PARTY 7:00 TO 7:30 PM

www.redcross.org/140years

For more information, please contact our Development Team at 518-694-5104 or Development.ENY@redcross.org





Eastern New York Region

Fast Facts July 1, 2019 - June 30, 2020

Region At a Glance:

- 3 Chapters
- 3 Blood Donation Centers
- 27 Counties
- 1,700 Volunteers
- 3.6 Million People



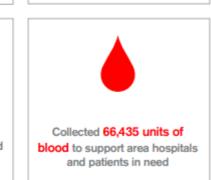
Installed 3,962 free smoke alarms and visited more than 2,443 local homes to offer lifesaving resources and fire safety education



Trained **3,707 people** in free disaster training programs to help adults and children prepare for emergencies



Enrolled **40,345 people** in first aid, CPR, water safety and babysitting



The American Red Cross prevents and alleviates human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors. Learn more about our work and join us at redcross.org/eny.



SPONSORSHIP LEVELS AND BENEFITS

*Industry Exclusivity, limit to 3 max Presenting Sponsors

	PRESENTING SPONSOR \$20,000*	MISSION SPONSOR \$10,000	COMPASSION SPONSOR \$5,000	HOPE SPONSOR \$2,500
Promotional Materials	Largest Logo recognition	Logo recognition	Logo recognition	Name recognition
Online & Social Media	Largest Logo recognition	Logo recognition	Logo recognition	Name recognition
Digital Event Journal	Full page ad with welcome page ad in program journal	Full page	Half-page	Quarter-page
Digital Webpage Event Signage	Logo recognition	Logo recognition	Logo recognition	Name recognition
Videography	Sponsor testimonial video included in virtual program and social media	Sponsor testimonial video included in week of promotions on social media		
Blood Drive Event Displays	Largest Logo recognition on red carpet photo backdrop	Logo recognition on red carpet photo backdrop	Logo recognition on Welcome table at Day Of blood drives	Logo recognition on snack table at Day of blood drives
Anniversary Party Pack Box	20	10	6	4
Inclusion in event press release and donor bulletin	Included	Included	Donor bulletin only	
Additional	Mention on 2022 Event Save the Date Ready 365 Annual Benefits	Mention on 2022 Event Save the Date		
Mission Impact – what your dollars could do locally	Open an emergency shelter for 600 people, 4 nights. Includes meals and snacks, cots, blankets and comfort kits with personal care items.	One Covid-19 Shelter Support Kit with two weeks of essential supplies for 150 clients. Includes: gowns, masks, gloves, anti-bacterial soap, sanitizer, cleaning wipes, and disposable thermometers.		Purchase one Contactless Temperature Screening Kiosk a high-precision infrared thermal sensor replacing current thermometers used to screen donors before entering blood drives at fixed and mobile sites.

ADDITIONAL OPPORTUNITIES

HONORARY COMMITTEE ~ Honoring 140 Years of Service

• Patron \$1,400

Includes Party Pack for four (4) and enhanced name listing on digital program and *Honorary* event webpage, :30 self-recorded video included on *Honorary* event webpage



A LEGACY OF SERVICE Uplifting · Unwavering · Unstoppable

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Mission Impact: 75 Red Cross bags filled with vital comfort items for homeless veterans that typically include a towel, full-size shampoos, toothpaste, soap, and deodorant.

- Individual \$140: Party Pack for one (1)
- Couple \$280: Party Pack for two (2)

Includes name listing on digital program and Honorary event webpage.

Mission Impact:

IndividualProvides 60 Snacks for a canteen at a blood drive or snacks during a disasterCoupleCovers 4 caregivers to a service member or veteran living with wounds, illness and/or injuries
with peer-based support and services via our Military and Veteran Caregiver Network

Support the event by making a meaningful contribution of your choice:

- \$500 Gift Mission Impact Provides full day of meals for 10 people in a shelter
- \$250 Gift Mission Impact Provides full day of meals for 5 people in a shelter

Volunteer

Be a Red Cross fundraiser! Organize a team of your colleagues, friends & family and be a *Red Cross Champion*. Create your own Champion giving page on our event website. Steps and tools for your fundraising success provided.

www.redcross.org/140years



COMMITMENT FORM

Please print your Company/Foundation/Name exactly as you would like it to be listed on all promotional materials.

Company/Foundation/Name					
Contact Name Title					
Address					
Phone	Email				
SELECT YOUR SPONSORSHIP	P LEVEL				
□ Presenting Sponsor (\$20K)	□ Hope Sponsor (\$2.5K)	\Box Honorary Committee Individual (\$140)			
□ Mission Sponsor (\$10K)	□ Honorary Committee Patron (\$1,400) □ Other:				
Compassion Sponsor (\$5K)	\Box Honorary Committee Couple (\$280)				
Place a Digital Journal Ad – Ful	IPage \$140 □ Half Page \$80 □ Qu	arter Page \$40			
PAYMENT INFORMATION					
Enclosed is my check payable to A	American Red Cross of Eastern New York in th	e amount of \$			
Please charge my credit card \$	🗆 Visa	Mastercard Americ	can Express		
Name (as it appears on card)					
Card Number	rd Number Expiration Date				
Billing Address (if different from above	ve)				

Please note: To comply with your sponsor recognition benefits, please send your logo in a *high-resolution JPEG* to the Development Team. <u>Please do not send a PDR or the logo</u>. For sponsor listings and recognition, please provide the company's name exactly as it should appear on all materials. If we do not receive these materials with your commitment form, we cannot guarantee inclusion or recognition as listed. <u>Please return form and materials to the Development Team at Development.ENY@redcross.org</u>

> American Red Cross Eastern New York | 33 Everett Road | Albany, NY 12205 www.redcross.org/140years





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DESCRIPTION OF DEADLINE	SPONSOR LEVEL	DUE DATE
Inclusion in media releases and tagged social media posts	\$5,000 and up	April 1 st , 2021
Inclusion on Red Carpet backdrop	\$5,000 and up	April 1 st , 2021
Signup & Schedule Pick Up for Party Pack	Multiple Levels	May 1 st , 2021
Videography submitted	\$10,000 and up	May 1 st , 2021
Inclusion on Digital Event Signage	All levels	May 1 st , 2021
Inclusion in the Program Journal	All levels	May 1 st , 2021
Self-recorded Video	Honorary Committee Patron	Mary 1 st , 2021

SPONSOR DELIVERABLES

Thank you for your support!

For more information, please contact the Development Department at 518-694-5104 <u>Development.ENY@redcross.org</u> www.redcross.org/140years



@RedCrossENY

