



Western New York's *Real Heroes Celebration*

Friday, October 25, 2024

Salvatore's Italian Gardens

Presented by Carolyn and John Yurtchuk and the



American Red Cross
of Western New York

Western New York's *Real Heroes Celebration*



“My adrenaline was running and it just was mind over matter. I had to get him there and that’s what I was going to do. There was nothing that was going to stop me to get him here.”

Army Specialist Manuel D. Cruz, 2023 Red Cross Real Heroes Military Award Honoree, reflecting on the night he carried a man in cardiac arrest to Mercy Hospital while braving biting winds and snowbanks amidst 2022’s once-in-a-generation blizzard.

Real People, Real Heroes

Specialist Cruz was one of several local honorees who put others safety above their own, earning him a Real Heroes Award at last year’s Real Heroes Celebration. This event recognizes the everyday people in Western New York who saved the life of another, whether by vocation or circumstance, and embody the lifesaving mission of the American Red Cross of Western New York.

Making a Local Impact Where it is Needed Most

The Real Heroes Celebration tells the stories of amazing local heroes like Specialist Cruz while raising critical dollars for the American Red Cross of Western New York. 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 Western New York Community.



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of Western New York

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See some examples of what your gift can do below,



\$10,000 provides breakfast, lunch, dinner and snacks, cots, two blankets and a comfort kit for 140 people in a Red Cross shelter.



\$7,500 covers the cost of 441 smoke alarms, which the Red Cross installs in families' homes to prevent home fires, the most common disaster Red Cross volunteers respond to.



\$5,000 covers the cost of the average blood drive, plus testing and blood donor care. In our last fiscal year, the Red Cross of Western New York hosted 1,165 blood drives.



\$3,000 provides 93 military families with emergency communications regarding death or serious illness of a family member, birth of a child or grandchild or other emergencies.



\$1,500 covers the cost of a local disaster response, such as a home fire, which includes deploying two volunteers and a vehicle to provide financial assistance to one affected family.



\$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 Western New York's new class of Real Heroes.

In gratitude,



American Red Cross
of Western New York

Event Sponsorship Opportunities and Benefits

	Marquee Sponsor	Director Sponsor	Star Sponsor
Sponsorship Value	\$10,000	\$7,500	\$5,000
Exclusivity	5 slots Available	10 slots Available	10 slots Available
Event Guest Benefits			
Real Hero Award Presentation (see page 5 for details)	✓	✓	Opportunity to co-present an award*
Priority Award Category Alignment	Priority choice of award alignment (following the presenting sponsor)	2 nd priority for award category alignment (following presenting & marquee sponsors)	Award Alignment based on availability; first come first serve basis
Reserved Seats	2 tables for 10 guests	1 table for 10 guests	1 table for 10 guests
Marketing Benefits			
Event Website and Mobile Giving Platform	Prominent logo placement on event websites with link to company website	Logo placement on event websites with link to company website	Logo placement on event websites with link to company website
Press and Communications	Recognition as award presenter with mentions of specified award	Recognition as award presenter with mentions of specified award	Recognition as award presenter with mentions of specified award*
Social Media	Mention as Award Presenter when hero video is shared on regional social media post-event	Mention as Award Presenter when hero video is shared on regional social media post-event	Mention as Award Co-Presenter when hero video is shared on regional social media post-event
Post-Event Benefits			
American Red Cross Ready Rating Membership for Your Business	✓	✓	✓
Opportunity to Host a Local Blood Drive	✓	✓	✓

*Award Presentation opportunity is based on availability after Marquee and Director Sponsors. Please provide us with your award preferences upon confirmation of support should your business be able to present an award. You will be notified of your company's status as an award presenter after the sponsorship deadline (September 27, 2024).

Sponsors	Fan Sponsor	Benefactor Sponsor	Friend of the Red Cross
Donation Value	\$3,000	\$1,500	\$500
Reserved Seats	1 table for 10 guests	Half a table for 5 guests	2 tickets
Marketing Benefits	Logo recognition on event website/mobile giving platform and text recognition in event program	Text recognition on event website/mobile giving platform and event program	Text recognition on event website/mobile giving platform and event program

The sponsorship and donation benefits outlined are not mandated. Should you prefer to decline in the participation of any specific benefit noted, please notify your Red Cross representative.



Western New York Real Heroes Event Commitment Form

Please notify your Red Cross representative of your participation in the event by September 27, 2024.

Sponsorship/Donation Level

Marquee Sponsor (\$10,000)

Fan Sponsor (\$3,000)

Director Sponsor (\$7,500)

Friend of the Red Cross (\$1,500)

Star Sponsor (\$5,000)

Benefactor (\$500)

Award Category Preference (for Marquee, Director, and Star Sponsors)

1. _____
2. _____
3. _____

Please provide the following contact information:

Company Name: _____

Contact Name & Title: _____

Email Address: _____

Phone Number: _____

Billing Address: _____

Method of Payment

Check (Payable to the American Red Cross. Memo: WNY Real Heroes)

Credit Card (VISA, AMEX, MC, DISC.)

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 WNY Red Cross 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.



American Red Cross
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Award Categories and Definitions

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

Blood Donor/Services: Presented to an ordinary citizen or organization, who has helped save countless lives through blood donations.

Community Service Award: This can be an organization or individual(s) based on their community service. This does not have to be a specific act and can reflect ongoing, cumulative contributions benefiting an organization.

Education: Presented to an educator or layperson who used life-saving skills to save the life of another in an educational setting or had a significant impact inside or outside of the school.

Fire Rescue: Presented to a firefighter/ firefighters, volunteer or paid, whose life-saving actions exemplify the very highest standards of their calling.

Good Neighbor: Presented to an ordinary citizen or professional rescuer 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 ordinary citizen who used life-saving 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 ordinary citizen who used life-saving skills to save the life of another, or who had a significant, meaningful impact upon the life of another.

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

Lifeline: Presented to an individual or a 9-1-1 dispatcher or caller who utilized emergency communications or preparedness to save the life of another.

Medical: Presented to a medical professional, EMS volunteer, or organization whose life-saving action or preparedness exemplifies the very highest standards of their calling.

Military: Presented to a member of the Armed forces (active or former, commissioned or non-commissioned) whose life-saving 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 who has demonstrated preparedness or life-saving actions in response to an emergency.

