

Introducing

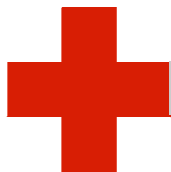


**American
Red Cross**

East Shoreline Chapter

Heroes Among Us

**Celebrating
everyday people
who are
everyday heroes**



228 Washington Avenue * Bay City, MI 48708 * (989) 892-1541



Heroes Among Us

Sponsorship Opportunities

American Red Cross East Shoreline Chapter's

"Heroes Among Us"

June 11, 2008, Doubletree Hotel, Bay City

At the **American Red Cross** we believe that everyday people, who do extraordinary things are the "heroes among us". They inspire us and amaze us. They're not super heroes, they're not super-human, they're not necessarily those of fame and fortune. They're our neighbors, our friends, our family, our co-workers.

Red Cross Heroes come in all shapes and sizes and they all share one thing in common: They all have exhibited exceptional acts of heroism through selfless bravery, dedication to humanitarian principles, or extraordinary public service. **Red Cross Heroes** think not of themselves but of others, and they act voluntarily and impartially, often at their own risk.

"Heroes Among Us" is a community celebration of the best of human nature. Ordinary people, who do heroic things exemplify the mission of the **American Red Cross**. **"Heroes Among Us"** also supports the ongoing local work of one of the most recognizable and trusted charitable organizations in the world.

As a Sponsor for the First Annual **"Heroes Among Us"** Celebration, **you** will be helping to tell the positive and uplifting stories that often go overlooked in everyday life. **You** will also be supporting an amazing organization, that's proud to be a part of an amazing community, that's proud to be the home of some amazing people.

Please look over the attached Sponsorship Opportunities and let us know if you have any questions. The **American Red Cross** and it's supporting businesses and friends, fully believe that together, we can share great stories of the "Heroes Among Us" while furthering the work of the American Red Cross East Shoreline Chapter.

We hope you'll join us for this amazing celebration.

Thank you for your time and thoughtful consideration.



Heroes Among Us

Your American Red Cross serving Arenac, Bay, Huron and Tuscola Counties.

The American Red Cross saves lives. When disaster strikes, we respond with food, shelter and hope. When barriers of distance, language or warfare separate loved ones, we open the lines of communication. When families, co-workers and communities must prepare for emergencies, we help them take action.

Each year in our community, we bring together volunteers to care for their neighbors, train people in life-saving skills and respond to disasters. In emergencies large and small—house fires, storms, and emergency responders support—right here and on distant shores, people can count on the Red Cross.

When people think of organizations to turn to for information on how to prepare themselves and their families for natural and man-made disasters; the American Red Cross ranks #1. The public consistently cites the American Red Cross, more than any other nonprofit organization, as an organization that helps save lives. The Red Cross directly touches the lives of one out of five Americans.

The Case For Support—Fiscal Year Ending July 2007

Disaster Services

- Responded to 40 dwelling fires offering assistance to 134 people
- Provided temporary shelter and food to 23 people due to weather-related incidents
- Provided support to more than 100 emergency first responders on three occasions

Armed Forces Emergency Services

- Arranged 327 emergency communications from local families to military men and women serving all over the world
- Arranged 13 no-interest loans for military men and women and their families

Health and Safety Services

- 1,000 courses trained over 8,700 people in lifesaving skills
- 325 active instructors helped save lives in businesses, schools and other organizations
- 23 dedicated volunteer instructors taught over 135 classes at the Chapter headquarters
- 37 new instructors were certified

Community Services

- Maintained 6 transitional housing apartments in Bay County and 3 emergency shelter apartments in Arenac County, preventing 35 families from being homeless and giving them a fresh start.
- Provided direct financial assistance to 353 families for a total of over \$83,700
- Provided personal care, household cleaning items and diapers from our pantry to 544 families with a total value of over \$8,000
- Provided personal hygiene or household cleaning packages to 619 families over the holidays through Project Angel
- Provided layettes of baby supplies to 113 families with newborn children
- Provided 175 new child car seats to Bay County families.



Heroes Among Us

Sponsorship Opportunities

Title/Leadership Sponsor \$5,000

Hero Sponsor \$1,500 (Ten Available—Categories include, but are not limited to; Good Samaritan in each of Arenac, Bay, Huron and Tuscola Counties, Workplace, Youth, Community Individual and Organization, Emergency Responder, Mentor)

An opportunity to be a Hero Sponsor at the American Red Cross East Shoreline Chapter's premier signature event. Benefits at this level include:

- Company partnership with Red Cross—America's favorite and best known charity (Omnibus telephone survey conducted by ORC International, April 2004)
- Opportunity to use Red Cross logo (as defined by the National Red Cross usage guideline), the most recognized symbol in the United States to publicize your company's support of the 2008 Heroes Among Us Celebration
- First option for renewal of Hero Sponsorship

On-site

- Company logo displayed on main banner behind stage
- Company logo displayed on large screen during award presentation
- Company Sign on Easel at entrance to banquet room
- Company representative presents the "Heroes Among Us" award in the chosen category
- One corporate table of up to 6 guests with premiere seating (seated with your Hero and guests)
- Recognition gift—presented on stage to Company representative

Marketing and Promotional Materials

- Company logo displayed on the following promotional materials (subject to deadlines)
 - Event letterhead
 - Commemorative Program
- Half page ad in Commemorative Program highlighting Company corporate commitment to the community and Red Cross
- Company name in press release sent to all major print, television and online media as well as local community newspapers
- Company name on posters distributed to local businesses and displayed in storefronts to promote "Heroes Among Us"
- Company sponsorship commitment featured on the American Red Cross East Shoreline Chapter's website in the following manner
 - Press release published on the American Red Cross East Shoreline Chapter's website
 - Company logo featured on the "Heroes Among Us" page of the American Red Cross ESC's website with link to your corporate website thanking you for your support

Recognition

- Company's logo/name in any advertising/stories run in the Bay City Times
- Listing in the American Red Cross East Shoreline Chapter's Annual Report distributed to approximately 3,000 community members
- Listing in newsletter distributed to approximately 3,000 community members and placed on the website for download
- Recognition gift—corporate photo with Hero



Heroes Among Us

Sponsorship Opportunities

Community Partner \$750

An opportunity to be listed as a **Partner** at the American Red Cross East Shoreline Chapter's premier signature event. Benefits at this level include:

- Company partnership with Red Cross—America's favorite and best known charity (Omnibus telephone survey conducted by ORC International, April 2004)
- Opportunity to use Red Cross logo (as defined by the National Red Cross usage guideline), the most recognized symbol in the United States to publicize your company's support of the 2008 Heroes Among Us Celebration

On-site

- Company logo displayed on Banner during award presentation
- Company Sign on Easel at entrance to banquet room
- Shared corporate table of up to 5 guests with reserved seating

Marketing and Promotional Materials

- Quarter page ad in Commemorative Program highlighting Company corporate commitment to the community and Red Cross
- Company sponsorship commitment featured on the American Red Cross East Shoreline Chapter's website in the following manner
 - Press release published on the American Red Cross East Shoreline Chapter's website
 - Company logo featured on the "Heroes Among Us" page of the American Red Cross ESC's website with link to your corporate website thanking you for your support

Recognition

- Listing in the American Red Cross East Shoreline Chapter's Annual Report distributed to approximately 3,000 community members
- Listing in newsletter distributed to approximately 3,000 community members and placed on the website for download
- Recognition gift

Red Cross Friend \$250

An opportunity to be listed as a **Friend** at the American Red Cross East Shoreline Chapter's premier signature event. Benefits at this level include:

On-site

- Company or individuals name listed on Banner during award presentation
- 2 event tickets with reserved seating

Marketing and Promotional Materials

- Listing in Commemorative Program
- Listing on American Red Cross East Shoreline Chapter's website

Recognition

- Listing in the American Red Cross East Shoreline Chapter's Annual Report distributed to approximately 3,000 community members
- Listing in newsletter distributed to approximately 3,000 community members and placed on the website for download

American Red Cross East Shoreline Chapter
Serving Arenac, Bay, Huron and Tuscola Counties
2008 "Heroes Among Us" Celebration Commitment Form

Yes, I/we would like to join the American Red Cross East Shoreline Chapter in honoring heroes at it's First Annual "Heroes Among Us" Celebration on June 11, 2008.

Please accept my gift of:

- \$5,000 Title/Leadership Sponsor (limited to one)
- \$1,500 Hero Sponsor (limited to ten)
- \$750 Community Partner Sponsor
- \$250 Red Cross Friend Sponsor

Payment will be made as follows:

- I have enclosed a check.
- Please invoice us. We agree to pay in full by_____.

Please fill out the information below, so we may appropriately correspond and recognize your gift:

Company or Individual Name:

(Please enter as you would like your name to appear in program)

Contact Name_____

Address_____

City_____ State_____ Zip_____

Phone_____ Fax_____

Email Address_____

- Yes, our company plans to attend the First Annual "Heroes Among Us" Celebration and will provide our guest list by May 30, 2008
- No, our company is unable to attend but would be honored to seat the guests of Heroes at our table.

Signature:_____ Date_____

Hero Sponsors please submit

Official company logo by May 2, 2008

One black & white half page program ad (size 4" x 5") by May 30, 2008 as a jpg or pdf

Community Partner Sponsor please submit

Official company logo by May 2, 2008

One black & white quarter page program ad (size 2" x 5") by May 30, 2008 as a jpg or pdf

Questions?

Please contact Renee Wyatt at (989) 892-1541 or email wyattr@redcross-esc.org.

Send or fax this form to:

American Red Cross ESC, Attn: Renee Wyatt, 228 Washington Avenue, Bay City, MI 48708