



How You Can Help: Dual Event Sponsorship Opportunities  
Real Heroes Breakfast – March 25, 2010  
Red Cross Hike to Help – May 16, 2010

Title Sponsor  
\$15,000

**Naming Rights**

- Name included in the event title for both Real Heroes in March and Hike to Help in May

**Branding**

- Identification on all invitations, advertising and publicity materials as the title sponsor of the signature Red Cross events
- Prominent banner/logo placement at both events
- Full page ad in Real Heroes program (choice of inside front cover or back cover)
- Largest logo on hike t-shirt

**Hospitality**

- Two tables of eight at the Real Heroes Breakfast
- Ten hike registrations
- Opportunity for premium promotional booth space at hike

**Public Relations**

- Media exposure through all publicity efforts
- Presentation of the "Hero of the Year" award at Real Heroes Breakfast
- Listing in the Red Cross Annual Report
- Company logo and link on the chapter web site

**Training**

- Choice of complimentary CPR certification for twelve executives, employees, clients or family members or *CPR Made Simple* training for twenty people
- 

Presenting Sponsor  
\$10,000

**Branding**

- Identification on all invitations, advertising and publicity materials as the presenting sponsor of the Real Heroes event and Hike to Help
- Prominent banner/logo placement at both events
- Full page ad in Real Heroes program (inside front cover or back cover)
- Large logo on hike t-shirt

**Hospitality**

- One table for eight guests at the Real Heroes Breakfast
- 10 hike registrations
- Opportunity for premium promotional booth space at hike

**Public Relations**

- Media exposure through all publicity efforts
- Presentation of a hero award at Real Heroes Breakfast
- Listing in the Red Cross Annual Report
- Company logo and link on the chapter web site

**Training**

- *CPR Made Simple* for twenty executives, employees, clients or family members

Supporting Sponsor  
\$5,000

**Branding**

- Logo identification in all advertising and publicity materials as a sponsor of the Real Heroes Breakfast and Hike to Help
- Banner/logo placement at both events
- Full page ad in Real Heroes Program
- Large logo on hike t-shirt

**Hospitality**

- One table for eight guests at Real Heroes Breakfast
- Eight hike registrations
- Opportunity for promotional booth space at hike

**Public Relations**

- Media exposure through all publicity efforts
- Listing in the Red Cross Annual Report
- Company logo and link on the chapter web site

**Training**

- *CPR Made Simple* for ten executives, employees, clients or family members
- 

Advocate Sponsor  
\$2,500

**Branding**

- Listing as a sponsor on all advertising materials
- Half page ad in Real Heroes program
- Logo on hike t-shirt
- Banner displayed at hike event

**Hospitality**

- One table for eight guests at Real Heroes Breakfast
- Four hike registrations

**Public Relations**

- Company logo and link on the chapter web site
- 

Patron Sponsor  
\$1,500

**Branding**

- Quarter page ad in Real Heroes program
- Logo on hike t-shirt

**Hospitality**

- One table for eight guests at the Real Heroes Breakfast
- Two hike registrations

**Public Relations**

- Company logo and link on the chapter web site



**American  
Red Cross**

Northern Nevada Chapter

**2010 Dual Event Sponsorship Commitment Form**

*All proceeds will be used locally to provide emergency assistance after a fire or disaster,  
or to provide instruction in life-saving skills such as CPR, First Aid and AED use.*

Please print all items legibly and exactly as they should appear in publication.

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_ Title \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Web site \_\_\_\_\_

Sponsorship Level \_\_\_\_\_ Check enclosed \$ \_\_\_\_\_

Please make checks payable to *Northern Nevada Chapter, American Red Cross.*

Mail this completed form and payment to:

Northern Nevada Chapter, American Red Cross  
Attn: Special Events Coordinator  
1190 Corporate Blvd.  
Reno, NV 89502

Phone: 775-856-1000 ext. 118

Fax: 775-856-3030

Email: mylesm@nevada.redcross.org