



# **Heroes** FOR THE **American Red Cross** **Campaign**

## ***Sponsorship Opportunities***

**Raising Funds to Support the Vital Work of  
Your Red Cross in South Hampton Roads**



**American  
Red Cross**  
Southeastern Virginia Chapter



## Why We Do the Campaign

We are a nonprofit humanitarian organization that relies on financial contributions to accomplish our mission of preventing, preparing for and responding to emergencies in the communities of Chesapeake, Norfolk, Portsmouth and Virginia Beach. The Red Cross is *not* a government agency; we rely upon the generosity of the people and businesses of our community.

## How It Works

The concept is simple. Individuals or groups are recruited from our service area of Chesapeake, Norfolk, Portsmouth and Virginia Beach. Each Hero pledges to raise a minimum of \$1,000 through any legal means for the American Red Cross.

## Where We Find Heroes

Schools, scouting groups, colleges, sororities, fraternities, banks, military spouse groups, civic groups, professional organizations, medical practices and hospitals, retail and service stores, restaurants, police and fire departments, churches, insurance agencies, real estate companies, auto dealerships and more!

## The Sponsorship Opportunities

The Heroes Campaign also offers excellent sponsorship opportunities for local businesses. With high-profile campaign promotions and recognition, sponsors can show their commitment to the community through support of the Red Cross. Funds raised during this campaign are specifically designated for support of our local Red Cross Chapter operations including disaster response and health and safety training. The 2011 campaign will be launched during March, which is National Red Cross Month. Special opportunities include a kickball tournament, newspaper and billboard promotions, and more!

## Campaign Details

**Begins**            **March 2011**

**Contact**        Emily Wolchko, Heroes Campaign Coordinator  
Email: [heroes@myredcross.net](mailto:heroes@myredcross.net)    Phone: 757-446-7778

**Office**            American Red Cross of Southeastern Virginia  
Heroes Campaign  
611 W. Brambleton Avenue  
Norfolk, Virginia 23510

**Online**           [www.myredcross.net](http://www.myredcross.net)

# 2011 Campaign Sponsorship Benefits & Levels

## **Super Hero \$5,000**

- Prominent display of logo in The Virginian-Pilot Heroes Campaign ad
- Logo and website link featured prominently in Heroes Campaign mass email distributions (over 1,200 people)
- Logo and website link featured prominently across Red Cross Social Media (over 1,000 people)
- Prominent display of logo on Red Cross billboards in our service area
- Registration for one team in the Heroes Campaign Kickball Tournament
- Logo displayed on campaign T-shirts
- Organization's banner displayed at the Heroes Kickball Tournament
- Logo displayed on Chapter website
- Recognition in Chapter newsletter distributed to Red Cross mailing list (over 6,000 households)
- Organization listed in Red Cross Chapter Annual Report

## **Power Hero \$3,000**

- Logo featured in The Virginian-Pilot Heroes Campaign ad
- Logo featured in Heroes Campaign mass email distributions (over 1,200 people)
- Logo and website link featured across Red Cross Social Media (over 1,000 people)
- Display of logo on Red Cross billboards in our service area
- Registration for one team in the Heroes Campaign Kickball Tournament
- Organization's banner displayed at the Heroes Kickball Tournament
- Logo displayed on Chapter website
- Recognition in Chapter newsletter distributed to Red Cross mailing list (over 6,000 households)
- Organization listed in Red Cross Chapter Annual Report

## **Mighty Hero \$2,000**

- Name included in The Virginian-Pilot Heroes Campaign ad
- Name featured in Heroes Campaign mass email distribution (over 1,200 people)
- Name and website link listed across Red Cross Social Media (over 1,000 people)
- Logo displayed on Chapter website
- Recognition in Chapter newsletter distributed to Red Cross mailing list (over 6,000 households)
- Organization listed in Red Cross Chapter Annual Report



## 2011 Heroes Sponsorship Form

**YES, I want to be a sponsor for the 2011 Heroes Campaign supporting the Red Cross in South Hampton Roads.**

*In order to receive the appropriate benefits, please check your desired sponsorship level.*

**Super Hero \$5,000**     **Power Hero \$3,000**     **Mighty Hero \$2,000**

Company/Organization/Name: \_\_\_\_\_

Contact: \_\_\_\_\_ Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Address: \_\_\_\_\_

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

Enclosed is a check for \$ \_\_\_\_\_ or  Charge \$ \_\_\_\_\_ to:  Visa  MasterCard  Discover  AmEx

Name on card: \_\_\_\_\_

Account number: \_\_\_\_\_ Expiration date: \_\_\_\_\_

Signature: \_\_\_\_\_

Payments and this form must be received no later than **March 11, 2011** to be included in advertising and publicity.  
Checks can be made payable and mailed to: American Red Cross SEVA • 611 W. Brambleton Ave. • Norfolk, VA 23510  
Please annotate check with "Heroes Campaign Sponsor" in the memo line.

# Your American Red Cross

## Changing Lives Every Day in Many Ways

How the Red Cross serves you, your family and your neighbors



### Disaster Services

The Red Cross is the leading provider of disaster relief services in Southeastern Virginia. Our local volunteer Disaster Action Team responds to a single or multi-family fire every 32 hours, providing immediate shelter, food, clothing, prescription medicine and rental allowance. Red Cross workers provide needed emotional support to help individuals and families get through the immediate devastation of their personal disaster. We also provide disaster planning and preparedness programs to help businesses and communities prepare for emergencies and disasters.

### Service to the Armed Forces

The Red Cross links members of the U.S. Armed Forces with their families during a crisis. Twenty-four hours a day, 365 days a year, the Red Cross quickly sends emergency communications to service members on behalf of their family. We also help link military members with access to emergency financial assistance in partnership with the military aid societies, as well as information, referrals and assistance to veterans. Red Cross workers brief departing service members and their families regarding available support services, and explain how the Red Cross may assist them during their deployment.

### Health, Safety and Community Education

Red Cross First Aid, CPR and AED classes provide the knowledge, skills and confidence to help people save lives. We provide teens with babysitter courses, pet owners with pet first aid and CPR classes, and Wilderness First Aid courses for outdoor enthusiasts. The Red Cross also provides training for professional rescuers and is one of the leading providers of aquatic programs.

### International Services and Education

The Red Cross helps vulnerable people and communities around the world prepare for, respond to, and recover from natural disasters, humanitarian crises, and health emergencies by mobilizing the power of the world's largest humanitarian network. In all our work, we abide by the seven fundamental principles: humanity, impartiality, neutrality, independence, voluntary service, unity and universality. We provide education about the principles of international humanitarian law. And when families and loved ones are separated by armed conflict or disaster, the global Red Cross and Red Crescent network help to reconnect families through our tracing services. We also offer a Language Bank, which provides translation assistance by volunteers who speak over 60 languages.

### Dental Clinic

The Southeastern Virginia Chapter boasts the country's only American Red Cross Dental Clinic. Since November 1999, the Clinic has offered restorative care to adult Norfolk residents who are at or below 125% of the federal poverty level.

### Blood Services

Nearly 32,000 units of blood were collected in our region last year to meet the needs of the many local hospitals. Whole blood makes up the majority of the blood collected. We also provide apheresis (the collection of platelets for the treatment of cancer and trauma), bone marrow collection (used in treating leukemia and other blood disorders diseases) and stem cell collection (used in cancer treatment).

## It's all possible because ...

### We are led by volunteers

Volunteers are a part of every thread of the Red Cross experience!

The Red Cross is an organization led by volunteers including Health and Safety instructors, Disaster Action Team members, blood services greeters, canteen workers, delivery drivers, along with a volunteer Board of Directors.

We involve youth and young adults in volunteer and leadership development opportunities with the Red Cross. We even have Club Red opportunities available through schools, colleges and universities, as well as for young professionals.

### We are funded by the public

Red Cross disaster relief is FREE to everyone. We are not a government agency. The programs of the American Red Cross are made possible by the financial support of the American people.