

2022-23 Home Fire Campaign							
Annual Benefits	LOCAL Home Fire	LOCAL Home Fire	BRONZE Home Fire	SILVER Home Fire	GOLD Home Fire	PLATINUM Home Fire	PLATINUM + Home Fire
	\$2,500	\$5,000	\$10,000	\$25,000	\$50,000	\$100,000+	\$150,000+
Company leadership quote provided for Red Cross use in press release announcing partnership					✓	✓	✓
Recognition on regional Facebook page				1x	2x	3x	4x
Logo on Virtual Preparedness Page				✓	✓	✓	✓
Name in local press release (includes regional online copy of release)				✓	✓	✓	✓
Regional recognition on LinkedIn			1x	2x	3x	4x	4x
Regional recognition on Twitter			1x	2x	3x	4x	4x
Regional update in Aug.		Electronic	Electronic	Electronic	Electronic	Electronic	Electronic
Use of Red Cross logos & select photos/videos		✓	✓	✓	✓	✓	✓
Local virtual preparedness opportunities for your employees	✓	✓	✓	✓	✓	✓	✓
Co-branded employee donation microsite	✓	✓	✓	✓	✓	✓	✓
Additional	\$2,500	\$5,000	\$10,000	\$25,000	\$50,000	\$100,000+	\$150,000+
Sound the Alarm Benefits							
Recognition on volunteer t-shirts distributed regionally (one color logo)		Name	Small Logo	Medium Logo	Medium Logo	Large Logo	Large Logo
Recognition on regional Home Fire Campaign webpage		Name	Small Logo	Medium Logo	Medium Logo	Large Logo	Large Logo
Local volunteer opportunities for employees and/or customers	✓	✓	✓	✓	✓	✓	✓
Additional	\$2,500	\$5,000	\$10,000	\$25,000	\$50,000	\$100,000+	\$150,000+
Ready 365 BENEFITS							
Red Cross national senior leadership quote provided for company's use (non-endorsement purposes)						✓	✓
Red Cross Lunch & Learn at company event on Hands Only CPR, safety, or other topics						✓	✓
Quote from Red Cross leadership for your use				Regional	Regional	Regional	Regional
Invitation to national Annual State of the Red Cross call with President/CEO (2X/yr.)			✓	✓	✓	✓	✓
Invitation to participate in major disaster briefings with American Red Cross Leadership		✓	✓	✓	✓	✓	✓
Recognition on Regional Ready 365 Sponsor Page	Name	Name	Small Logo	Medium Logo	Medium Logo	Large Logo	Large Logo