



# The 2nd Annual GO for the Red!

**Event Information:** The American Red Cross of Central Maryland is hosting its Second Annual “Go For The Red”. Choose your event! **Run, Walk or Bike; if you’re really adventuresome, do all three!** This year’s event will be held on **Saturday, August 7, 2021**. Your sponsorship will enable the Red Cross to prepare for, respond to, and help people recover from disasters, big and small. Your participation will make a difference in the lives of many!

**Registration:** <https://runsignup.com/Race/MD/Anywhere/RedCrossNCGC>

## Sponsorship Levels

### **\$20,000+ Sponsor: Visionary**

- All items in Community Champion plus:
- Individual recognition on all media platforms reaching approximately 355,000 potential participants a minimum of four times — that’s over 1.4 million views.
- Corporate logo or name on all participant bibs
- 12 Total Complimentary Registrations
- Recognition by the Board of Directors as Visionary Partner with a guest speaking opportunity
- Framed Certificate of Recognition

### **\$10,000+ Sponsor: Community Champion**

- All items in Lifesaver plus:
- Recognition on all media platforms reaching approximately 355,000 participants a minimum of four times totalling 1.4 million views
- 8 Complimentary Registrations
- “Go for the Red” lapel pin
- Certificate of Appreciation

### **\$5,000 Sponsor: Lifesaver**

- All items in Local Hero plus:
- Recognition on all media platforms reaching approximately 355,000 participants a minimum of four times totalling 1.4 million views
- 5 Complimentary Registrations
- Logo displayed on Blue Cheetah Timing race website, reaching 10,000 patrons
- 355,000+ email blasts and social media followers exposed to your corporate brand

### **\$2,500 Sponsor: Local Hero**

- All items in Neighborhood Responder plus:
- 3 Complimentary Registrations
- Logo or Name on the event T-shirt
- Advertisement/promotional items to be included in all mailings

### **\$1,000 Sponsor: Neighborhood Responder**

- 2 Complimentary Registrations
- Tagged and thanked on American Red Cross Social Media reaching 16,000 followers



**American  
Red Cross**

# Sponsorship Form

## **Sponsorship Information:**

*\*Please print company name/name as you would like it to appear on printed material:*

Company Name or Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

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

City/State/Zip: \_\_\_\_\_

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

*(All sponsorships must be turned in by July 6th for guarantee of name/logo on materials)*

## **Sponsorship Level**

\$20,000 Visionary Level     \$10,000 Community Champion Level     \$5,000 Lifesaver Level

\$2,500 Local Hero Level     \$1,000 Neighborhood Responder Level     Other: \$ \_\_\_\_\_

## **Payment Information:**

Check (Please mail: Address below)    Total Amount \$ \_\_\_\_\_

Credit Card    Total Amount \$ \_\_\_\_\_    Card Type: \_\_\_\_\_

Name (as it appears on card): \_\_\_\_\_

Billing Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

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

Card Number: \_\_\_\_\_ Security Code: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

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

*Thank you for your support. For additional information or questions, please contact the Executive Director, Misty Bruce, at [misty.bruce@redcross.org](mailto:misty.bruce@redcross.org) or via cell: (410) 512-7365.*

### **Send Sponsorship Information to:**

Attn: Misty L. Bruce  
4700 Mount Hope Drive  
Baltimore, MD 21215

### **Make Checks Payable to:**

American Red Cross of Central Maryland  
Memo: Go For The Red/Local Disaster  
Relief