



★ ★ ★ **REAL HEROES AWARDS** ★ ★ ★

Ordinary People. Extraordinary Courage.

**2021 Virtual Real Heroes Awards
Sponsorship Opportunities**

Friday, October 1, 2021

American Red Cross
San Diego and Imperial Counties

Real Heroes **2021 Virtual Sponsorship Opportunities**

Your American Red Cross

For 140 years, the American Red Cross has been helping neighbors down the street, across the country and around the world. As the nation's premier emergency preparedness and response organization, the Red Cross is there through every imaginable crisis—from heart attacks to hurricanes—helping people prevent, prepare for and respond to emergencies. Along with our global Red Cross partners, we comprise the largest humanitarian network in the world.



About the Real Heroes Awards

The American Red Cross of San Diego and Imperial Counties is proud to present the 19th annual Real Heroes Awards on Friday, October 1, 2021. This annual fundraising event honors ordinary people with extraordinary courage. We recognize local heroes who embody the spirit and mission of the American Red Cross.

Our one-of-a-kind Heroes events are some of the best-known and most beloved Red Cross events in the country. There is not a dry eye as we celebrate incredible stories of strength, compassion and heroism. These stories often remain untold until they are presented at our event, giving you the unique chance to discover never-before-heard stories and meet local heroes.

The Virtual Real Heroes Awards will allow for even more participants, creating elevated visibility of the Red Cross brand, as well as the brands of our sponsors! We hope you will join us and hundreds of the region's most notable residents, as we celebrate the life-saving achievements of everyday heroes in our community and raise support for the Red Cross mission.

How Funds Raised Will Help Our Community

Sponsorship of the Real Heroes Awards will support the vital mission of the Red Cross, helping to ensure that we are able to respond to hundreds of home fires each year, provide help during wildfires and other local disasters, support our military service members and their families, provide safety and preparedness training for our community, collect lifesaving blood and so much more.

Last fiscal year, the American Red Cross of San Diego and Imperial Counties:

- Responded to 239 disasters and assisted 415 families
- Installed 4,805 free smoke alarms, making 1,646 homes safer
- Enrolled over 40,200 people in Red Cross health and safety training courses
- Provided 12,042 services to military members, veterans, and their families
- Collected 20,962 units of blood in San Diego County at 833 blood drives, impacting up to 62,076 lives
- Maintained a base of over 2,400 trained local volunteers

Your Heroes sponsorship is tax-deductible to the extent permitted by law. The American National Red Cross is registered as a 501(c)(3) non-profit organization. The Red Cross' tax identification number is 53-0196605.

Thank You to Our 2020 Event Sponsors

Hometown Hero Sponsor

San Diego Gas & Electric

Co-Presenting Sponsors

CIT Bank

San Diego State University

U.S. Bank

Regional Sponsors

Beta Engineering

Falck

Kaiser Permanente

San Diego City Firefighters Local 145

Sycuan Casino Resort

USS Midway Museum

Community Sponsor

Teresa and Byron Pollitt

Neighborhood Sponsors

San Diego Chamber of Commerce

Wells Fargo

Sudberry Properties

Andy Fichthom

Laura Hart

Stan Hartman

Steve Stuckey

Carisa Wisniewski

Charlene Zettel

Help Alleviate Human Suffering and Be Recognized

We invite you to make an investment in alleviating human suffering during life's most urgent moments. To highlight your generosity, a robust benefits matrix is highlighted below for a variety of sponsorship levels:

Sponsor Benefits	Hometown Hero Sponsor \$25,000	Presenting Sponsor \$15,000	Co-Presenting Sponsor \$10,000	Regional Sponsor \$6,500	Community Sponsor \$3,500	Neighborhood Sponsor \$1,500
Marketing Visibility						
Hero Award Alignment (Naming recognition, invitation to present, and logo placement on Awards video and program description)	First choice of Hero Award alignment	Priority choice of Hero Award alignment	Hero alignment based on first come basis	Hero alignment based on first come basis		
Recognition on digital event invitation	Logo	Logo	Logo	Logo	Logo	Name
Recognition in digital program book	Logo, Full-page ad	Logo, Half-page ad	Logo, Quarter-Page Ad	Logo, Quarter-Page Ad	Logo	Name
Recognition slide during virtual event	Logo	Logo	Logo	Logo	Logo	Name
Company leadership recognition	Optional company video presentation during event, produced by company	Opening Remarks	Hero Award Presentation	Hero Award Presentation		
Verbal recognition of company sponsorship	✓	✓	✓	✓		
Media & Digital Promotion						
Corporate mention in Red Cross press releases	✓	✓	✓			
Inclusion on HTML email campaigns reaching 40,000+ recipients	✓	✓	✓	✓		
Recognition on regional Red Cross social media channels	3 mentions	2 mentions	1 mention	1 mention	1 mention	
Year-long recognition on Heroes Awards web page	Logo	Logo	Logo	Logo	Logo	Name
Sponsorship toolkit	✓	✓	✓	✓	✓	✓
Event Tickets						
Opportunity to forward event link to unlimited number of guests	✓	✓	✓	✓	✓	✓
Leadership Engagement						
Company representative invited to serve on the Heroes Selection Committee (Summer 2021)	✓	✓	✓	✓		

“Every day we’re surrounded by heroes, but often times the good deeds and courage of every day heroes go unnoticed.”

—Sean Mahoney, Regional CEO of the American Red Cross Southern California Region

3950 Calle Fortunada, San Diego CA 92123 | 714-481-4444
Additional event information: redcross.org/sandiego/realheroes



Real Heroes Award Recipients 2003–2020

Adult Raul Orozco Nuñez Pastor Patrick Miller Dyan Winship Breanna Knapp Tom Holman Monroe Rostick Brent Knight Amanda & Matthew Hagan Silvia Torres Randy Mitchell Sandy Lehmkuhler Jason Muchmore Sheila Riley Lacy Lawrence Roy Forbes Cordell Fleming Randy Harford Robert Sears Jim & Robin Madaffer Derek Moses Bob Surratt Magdalena Armendariz Luis Coucino Melinda Neal Linda Britton Anthony Martinez Ahmad Shorish Cheryl Lundgren Chris Hamilton and Family	Pacific Western Bank San Diego County Ford Dealers and Ford Motor Company Fund SERVPRO of Sorrento Valley/ University City Marriott Residence Inn Local Cultural Council Ready Carlsbad SeaWorld San Diego Carlsbad CERT San Diego Gas & Electric Julio Perez	Benyapa (Puu) Becks International Rescue Committee Jane Lane's Kids, Inc. Staff Sgt Erik Sims Stephen J. Wampler Kristen Paruginog Jim Silveira Dennis-Michael Broussard Kathi Anderson Phil Landis Brent & Virginia Fremmerlid Brown Bag Coalition Dr. Ellen Beck	Military Capt Nico Marcolongo Cpl Matthew Castaneda Cpl Ricardo Montalvo Jr. L-Cpl Richard Figueroa SSgt Jose Umana Sgt John P Leiva Margaret Reusi William Vega Marvin Flores Theresa Misenko MAA3 Cameron King MAA3 Gregory Waymaster PO2 Michael Carfaro CM1 Ronald White CT3 Arturo Guerra RP3 Sean Kelley ASW1 Bobby Price Randy Vaccaro Joshua Cardona Tyler Robinson Jaqualin Johnson Col. Thomas M. Fahy Perry Yee, Active Valor
Animal Welfare SeaWorld San Diego's Animal Rescue and Rehabilitation Team Walker Family San Diego Humane Society and SPCA Animal Rescue Reserve Volunteers K-9 Earp Service Dog Charlie, Freedom Dogs Mike Arms Niki Burgan and Rummy the Canine Lifeguard Carla Naden Gunner & Melissa Ramirez Sally Montrucchio Amy Silveira Graham Bloem San Diego Humane Society Humane Law Enforcement Kathy's Legacy Chopper the Biker Dog	Fire/Rescue Emergency Response Anne Jackson Randy Rister Jeff Hatfield Matt Wilson Ashley Benedict Tamarah Castaneda Brian Duncan Border Communications Center Team San Diego Fire & Rescue Team Thomas St. Martin FF Todd Barry FF/PM William Morley Sgt Troy Keach Charles Davey James Lockwood Gunnar Granquist Robert Laatsch Jym Bridger Daniel McNamara Robert Hartman Jeffrey Oliver Christopher Sovay San Diego Fire/Rescue Engine 201/C Captain Kia Afsahi Alex Wallbrett Benjamin Vernon Dallas Higgins Joe Zakar Chris Ingalls John Bahl James Lockwood Ryan Dammann Bruce and Tricia Pollett Dan McKinney Family YMCA San Diego Fire-Rescue Department, Firefighters of Engine 22	Law Enforcement Ofc Charles Davis Ofc Robert Kline Ofc Brian MacPherson Dep Mark Johnston Dep Scott Bligh El Centro Sector BORSTAR Team Yvan Rogers Sgt Salvador Colin Ofc Salvador Gutierrez Luis Hernandez Ofc Dionisio "Danny" Medina Kris Gungon Ofc Salvador Acevedo PSD Debbie Zendejas William "Billy" S. Rogers Ofc Stephen Singh Ofc Adrian Hiraes Ofc Curtis Chancellor Ofc Casey Rose Sgt Patrick Vinson Ofc Randall Gray & Ofc Fernando Martinez Ofc Jonathan Wiese	Youth Lucas Hester Kelley Birch Ryan McCauley Noah Anderson Jose Garcia Max Einhorn Nichole Miller Steele Reed Connor Stotts Jose Montano Sophia Pruden Christopher Simmons Grace Morgan Isabelle Heinken Paul Gonzalez Trevor Hidalgo Sophia Righthouse Karolyn Curtis Nolan Mejia, Grocery Grab
Community Partner Violet Devoe, Presidio Components, Inc Burt Smith, L-3 Communications US Gypsum The City of Poway Western Mesquite Gold Mines AT&T San Diego	Gift of Life Award Kyle Kraska Jim Ehrlichmann	Medical Sherry Russell Sgt Jamie Nicholson Dr. Ellen Beck Catherine Brugman Chris Van Gorder Robbie Epperson UC San Diego Health System International Relief Teams Dr. Nick Yphantides Dr. Bruce Michael Potenza Dr. Kenneth Greenberg Dr. Martin Greenberg	Special Award Presentations Lt General Honore Lt Alberto Leos Joe Craver Scripps Medical Response Team (SMRT) Cory Iverson, Cal Fire San Diego Chabad of Poway
	Humanitarian Award Stoney Stone Dee Dean Gary Becks		Bill Trumpfheller Community Leadership Award Bill Trumpfheller Brandon Steppe Honor Flight San Diego



The American Red Cross prevents and alleviates human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors.





To maximize sponsorship benefits, please submit your sponsorship form as early as possible. Must also include your company or organization's high-resolution logo and brand guidelines.

Yes, I/we would like to join the American Red cross in honoring local heroes at the Real Heroes Awards on October 1, 2021.

\$25,000 Hometown Hero Sponsor

\$3,500 Community Sponsor

\$15,000 Presenting Sponsor

\$1,500 Neighborhood Sponsor

\$10,000 Co-Presenting Sponsor

Cannot attend but would like to support Red Cross services with a donation of \$ _____

\$6,500 Regional Sponsor

CONTACT INFORMATION

Name _____ Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Email _____ Phone _____

Marketing Contact for Fulfillment of Sponsorship Benefits _____ Phone _____

PAYMENT INFORMATION

Check (made payable to American Red Cross)

Please send an invoice

Credit Card: Visa MC AmEx Discover

Name as it appears on card _____ Card Number _____

Expiration Date _____ Security Code _____

Authorized Signature _____

PLEASE RETURN FORM TO:

American Red Cross
Attn: Melissa Rutan
3950 Calle Fortunada
San Diego, CA 92123

Phone: 714-481-4444
Email: socalevents@redcross.org
Web: redcross.org/sandiego/realheroes