



**American Red Cross**  
Greater Long Beach and  
South Bay



# 19<sup>th</sup> Annual Hometown Heroes Awards Luncheon

May 16, 2024 • Noon–1:30 p.m.

Carson Community Center  
801 E. Carson Street, Carson, CA 90745

## Sponsorship Opportunities

### About the Heroes Awards Luncheon

The American Red Cross serving Greater Long Beach and South Bay is proud to present the 19th Annual Hometown Heroes Awards Luncheon on May 16, 2024 at the Carson Community Center in Carson, California. Each year this annual event honors community members who have demonstrated heroism through extraordinary acts of courage and humanitarian service and embody the spirit and mission of the Red Cross through five lines of service: Disaster Relief, Blood Services, Service to the Armed Forces, Training Services and International Service.

Our one-of-a-kind Heroes award ceremonies are some of the best-known and most beloved Red Cross events in the country. There is not a dry eye in the house as we celebrate incredible stories of strength, compassion and heroism. These narratives often remain untold until they are presented at our events, giving you the unique chance to discover never-before-heard stories and meet local heroes. This event is sponsored by many of the region's leading philanthropic and corporate entities, raising critical funds to support the vital mission of the Red Cross.

To sponsor the event or purchase tickets online please visit:  
[HHeroes2024.givesmart.com](https://HHeroes2024.givesmart.com)

### How Funds Raised Will Help Our Community

Sponsors of the Hometown Heroes Awards Luncheon will help 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, conduct safety and preparedness training for our community, collect lifesaving blood and so much more.



## Presenting Sponsor \$25,000

As the Presenting Sponsor, your company is provided with the opportunity to align itself with the Hometown Heroes Awards Luncheon in the most prominent way possible, offering significant exposure at the event and during the Heroes nomination outreach campaign. This sponsorship includes:

- Complete alignment with the Hometown Heroes Awards Luncheon with visual and verbal recognition of sponsorship
- Company representative invited on stage as guest speaker with 2-3 minutes to highlight their connection to the Red Cross
- Logo prominently featured in all marketing and media materials and online platforms including Hometown Heroes Awards Luncheon web page, event program and two email campaigns
- Corporate mention in media outreach and press releases
- Signage on your company's table
- Company logo projected on stage pre and post event
- Two tables of 8 with prominent placement. Upon request, the opportunity to seat a Hero and Hero's guest at table. (Please note, this will count towards sponsors' overall seats)
- Recognition on our social media platforms
- One Employee Engagement Opportunity

## Humanitarian Relief Sponsor \$15,000

As a Humanitarian Relief Sponsor, your company will have broad exposure in the months leading up to the event, as well as significant recognition at the event. This sponsorship includes:

- Alignment with a Hometown Hero Award event with visual and verbal recognition of sponsorship
- Company representative invited on stage to present Hometown Hero Award to a Hero with photo opportunity. This is available to first **five** committed sponsors.
- Logo included on Hometown Heroes Awards Luncheon presentation, marketing materials, including Hometown Heroes Awards Luncheon web page, event program and two email campaigns
- Corporate mention in media outreach and press releases
- Signage on your company's table
- Company logo projected on stage pre and post event

- One table of 8 with prominent placement. Upon request, the opportunity to seat a Hero and Hero's guest at table. (Please note, this will count towards sponsors' overall seats)
- Recognition on our social media platforms
- One Employee Engagement Opportunity

## Response Sponsor \$10,000

The Response Sponsorship provides an opportunity for several companies to build community awareness while aligning with leading brands in the region, as well as significant recognition at the event. This sponsorship includes:

- Logo included on select Hometown Heroes Awards Luncheon marketing materials, including Hometown Heroes Awards Luncheon web page and one email campaign
- Corporate mention in media outreach and press releases
- Signage on your company's table
- Company logo projected on stage pre and post event
- One table of 8, with premiere placement. Upon request, the opportunity to seat a Hero and Hero's guest at table. (Please note, this will count towards sponsors' overall seats)
- Recognition on our social media platforms
- One Employee Engagement Opportunity

## Prevention Sponsor \$5,000

The Prevention Sponsorship provides an opportunity for several companies to build community awareness while aligning with leading brands in the region, as well as recognition at the event. This sponsorship includes:

- Signage on your company's table
- Company name projected on stage pre and post event
- Name recognition on Hometown Heroes Awards Luncheon web page
- One table of 8 with prominent placement
- One Employee Engagement Opportunity

## Individual Ticket \$100



Through our Hero Care Center, Red Cross emergency communications services keep military personnel in touch with their families following the death or serious illness of an immediate family member, the birth of a service member's child or grandchild or when a family faces other emergencies. **A \$25,000 sponsorship covers the cost of providing these emergency communications and other critical community services to almost 1,000 military families.**



**\$10,000 covers the cost of opening a shelter for 1 night.** This service includes providing breakfast, lunch, dinner and snacks, the costs to mobilize and distribute a cot, two blankets and a comfort kit for 150 people, along with the costs of Red Cross workers who provide critical support.



Every day, the Red Cross holds more than 500 blood drives nationwide. **Your \$5,000 sponsorship covers the cost of one blood drive and every penny helps save lives.**



We respond to an average of more than 60,000 disasters every year and **\$15,000 provides financial assistance to over 22 families impacted by a local disaster, like a home fire.**

## Sponsorship from due by March 22, 2024

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.*

For information on sponsoring the event and to purchase tickets online, please visit [HHeroes2024.givesmart.com](https://HHeroes2024.givesmart.com) or you can fill out and send back the form below.

**Yes**, I/we would like to join the American Red Cross at the Hometown Heroes Awards Luncheon event on **May 16, 2024**

- |   |   |
|---|---|
| <input type="checkbox"/> \$25,000 Presenting Sponsor          | <input type="checkbox"/> \$100 Individual Ticket  |
| <input type="checkbox"/> \$15,000 Humanitarian Relief Sponsor | <input type="checkbox"/> General Donation (any amount)  |
| <input type="checkbox"/> \$10,000 Response Sponsor            | <input type="checkbox"/> Cannot attend but would like to support Red Cross services with a donation in the amount of \$ _____ |
| <input type="checkbox"/> \$5,000 Prevention Sponsor           |   |

### Contact Information

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

Company \_\_\_\_\_

Address \_\_\_\_\_

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

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

### Marketing Contact for Fulfillment of Sponsorship Benefits

Phone \_\_\_\_\_ Name \_\_\_\_\_

Email \_\_\_\_\_

**Payment Information** *Your Hometown Heroes Awards Luncheon 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.*

**Check** (made payable to American Red Cross, info below)

**Credit Card**    Visa    Mastercard    AmEx    Discover

Name as it appears on Card \_\_\_\_\_

Credit Card Number \_\_\_\_\_ Expiration \_\_\_\_\_

Security Code \_\_\_\_\_ Billing Zip \_\_\_\_\_ Authorized Signature \_\_\_\_\_

### Attendance Information

*Guest names are due by **April 29, 2024***

**No**, our company is unable to attend but would be honored to seat Hometown Hero honorees and/or their guests at our table.

**Yes**, our company plans to attend the Hometown Heroes Awards Luncheon and will provide our guest list by the designated date.

### Primary Contact for Securing Guest Lists and Attendee Information

Name \_\_\_\_\_

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

Please list guest names here (first and last)

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

**Mailing Address for Payment** American Red Cross | Attn: Special Events | 1450 S. Central Ave. | Los Angeles, CA 90021

