

# RIDE *for the* RED

**Benefiting the American Red Cross Service to the Armed Forces**

**Saturday, November 4, 2023**

Red Cross Headquarters  
836 Calle Plano, Camarillo, CA 93012

## *Support Packet*

### ROUTES:

100 miles  
6:30 a.m.

65 miles  
8:00 a.m.

30 miles  
9:00 a.m.



**American Red Cross**  
Pacific Coast



# RIDE *for the* RED

## THE EVENT

Ride for the Red was created by passionate, local volunteers eager to share the story and history of the American Red Cross Service to the Armed Forces. The event is powered by a committed group of volunteers each year and includes:

- 200+ Participants riding in 30-, 65- and 100-mile routes
- 180 Volunteers staffing rest stops, providing snacks and meals to riders, managing all logistics and leading the way for the event each year
- Music, lunch and a gathering place for participants to enjoy after they've completed the ride

## SERVICES FOR MILITARY AND VETERAN FAMILIES

All proceeds from Ride for the Red benefit the Red Cross Service to the Armed Forces Program. For over 140 years, the American Red Cross has stood beside our heroes. Since 9/11, the Red Cross has served more than 1 million military families. The Red Cross is the only military service organization that supports military families from the day they enlist through their time as a veteran and includes the following services:

### Emergency Communications

All day, every day the Red Cross relays urgent messages to service members stationed anywhere in the world, even on ships at sea, at embassies and even remote locations. This can include good news like the birth of someone's child or information about the death or serious illness of an immediate family member. Red Cross workers verify the information in the message and relay an accurate and complete description of the emergency to the member of the military. While some information can be relayed via email or a phone call from home, the Red Cross information assists the person serving in the military and their commanding officers when making decisions regarding emergency leave.

### Deployment Services

Since 9/11, service members have faced multiple deployments to conflict zones around the world. Transitioning back home can be hard, and many service members and veterans have experienced challenges readjusting into life with their families, their jobs and their communities. This Red Cross program aims to help ease that transition with workshops designed to re-engage service members and veterans in civilian life.

### Veterans Programs

The Red Cross offers confidential services to all veterans and their families by connecting them with local, state and national resources through our network of chapters in communities across the United States and offices on military installations worldwide. Red Cross volunteers serve in Veterans Administration (VA) and military hospitals across the nation and around the world by providing vital assistance in the areas of rehabilitation, recreation, administration, and personal services to veterans.

### Financial Assistance and Information Referrals

The Red Cross offers confidential services to all members of the military, veterans, and their families by connecting them with local, state and national resources through our network of chapters in communities across the United States and offices on military installations worldwide. Assistance can include funds for emergency travel, burial of a loved one, emergency food and shelter, etc.



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# RIDE *for the* RED

## GENERAL PRESENTING SPONSOR—\$15,000

- Event naming (“presented by”)
- Complimentary Ride for the Red registrations (6)
- Logo or name on event materials
- Logo and link on regional website and event landing page
- Logo or name on ride t-shirts
- Opportunity to share partnership testimonial during lunch event program
- Quote from Regional Executive for localizable press release
- Exclusive mention in event press release and media alert
- Exclusive social media highlights, pre- and post-event
- Recognition in regional Volunteer Newsletter
- Volunteer opportunities for company employees
- Logo or name on thank you banner
- Recognition certificate

**SOLD OUT!**

- Mention in event press release and media alert
- Inclusion in social media highlights, pre- and post-event
- Recognition in regional Volunteer Newsletter
- Volunteer opportunities for company employees
- Logo or name on thank you banner
- Recognition certificate

## MAJOR SPONSOR—\$5,000

- Complimentary Ride for the Red registrations (2)
- Logo or name on event materials
- Logo and link on regional website and event landing page
- Logo or name on ride t-shirts
- Inclusion in social media highlights, pre- and post-event
- Recognition in regional Volunteer Newsletter
- Volunteer opportunities for company employees
- Logo or name on thank you banner
- Recognition certificate

## COLONEL SPONSOR—\$10,000

- Complimentary Ride for the Red registrations (4)
- Logo or name on event materials
- Logo and link on regional website and event landing page
- Logo or name on ride t-shirts
- Opportunity to share partnership testimonial during lunch event program

## CAPTAIN SPONSOR—\$2,500

- Complimentary Ride for the Red registration (1)
- Logo or name on event materials
- Logo on regional website and event landing page
- Logo or name on ride t-shirts
- Inclusion in social media highlights, pre- and post-event
- Recognition in regional Volunteer Newsletter
- Volunteer opportunities for company employees
- Logo or name on thank you banner

## IN-KIND PARTNERS

In-Kind donors (donating goods or services) valued at \$2,500 or higher will be listed with sponsorship levels according to amounts donated. In-kind partners under \$2,500 will be listed in name only as “In-Kind Partners” And will include logo or name on signage and event materials.

### For more information, contact:

Anne Kratz  
Regional Philanthropy Officer  
American Red Cross  
Anne.kratz@redcross.org  
805-679-6671

Robert Schumann  
Sr. Regional Philanthropy Officer  
American Red Cross  
Robert.schumann@redcross.org  
559-396-9798

[redcross.org/rideforthered](https://redcross.org/rideforthered) to make an online donation.



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# RIDE *for the* RED

## SPONSORSHIP OPPORTUNITIES AND BENEFITS

Ride for the Red was created by passionate, local volunteers eager to share the story and history of the American Red Cross Service to the Armed Force program. Join the Red Cross for an amazing cycling event that takes riders through beautiful Ventura County with a ½ Metric Century (30 mile), Metric Century (61 miles) and Century (99 mile) cycling ride with periodic rest stops and lunch at the finish.

Partnership Benefits	\$15,000 General Presenting sponsor	\$10,000+ Colonel	\$5,000+ Major	\$2,500+ Captain	
Complimentary Ride for the Red Registration	6	4	2	1	
Recognition and listing as Presenting Sponsor	✓				
Quote from Regional Executive for localizable press release	✓				
Speak during lunch time presentation (2 mins)	✓	✓			
Name in local press release	✓				
Red Cross representative to attend check presentation	<b>SOLD OUT!</b>	✓			
Logo or name on event materials		✓	✓		
Recognition in regional Volunteer Newsletter		✓	✓	✓	
Logo or name on ride jerseys (club cut and race cut)		✓	✓	✓	
Onsite recognition during post-ride party		✓	✓	✓	
Volunteer opportunities for your employees		✓	✓	✓	
Recognition in regional social media channels		✓	✓	✓	
Logo or name on thank you banner		Logo	Logo	Logo	Logo
Recognition on regional Ride for the Red webpage		Logo	Logo	Logo	Logo
Recognition certificate		✓	✓	✓	✓

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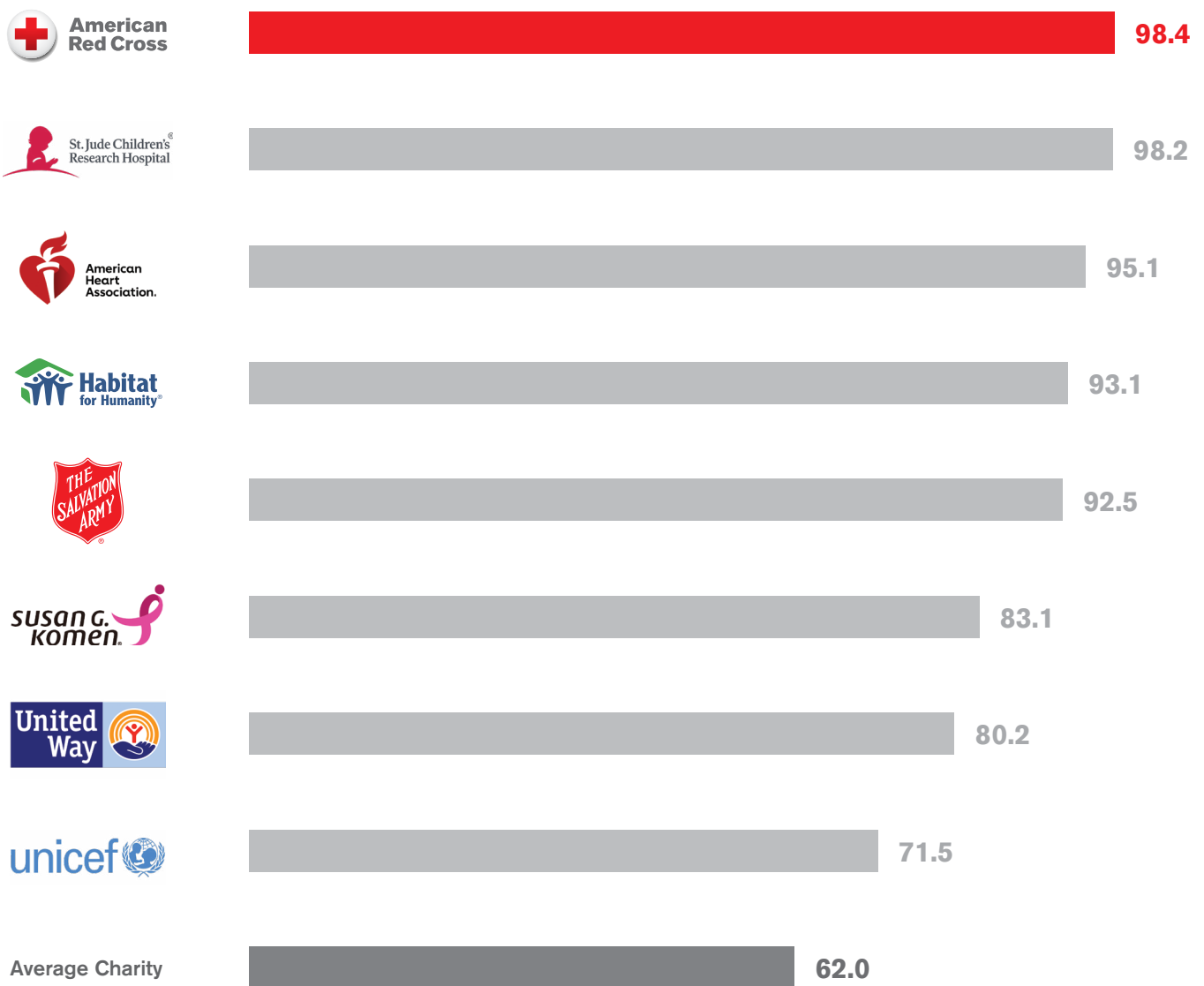
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# RIDE *for the* RED

American Red Cross offers partners more brand lift than any other leading charity.

## THE POWER OF THE RED CROSS BRAND

The columns show brand stature—a measure of public knowledge and esteem—compared to the average charity. Greater brand stature means greater brand lift for partners.



Source: BrandAsset® Valuator—the “largest and leading empirical study of brands.” Five year average on a 100 point scale, 2012-2017.



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# RIDE *for the* RED

## DONOR INFORMATION

Sponsor Name \_\_\_\_\_

*Please list as you would like your company name to appear at the event*

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

Address \_\_\_\_\_

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

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

## LEVEL OF SUPPORT

We will support the Red Cross at the following level:

General Presenting Sponsor \$15,000

Major Sponsor \$5,000

Colonel Sponsor \$10,000

Captain Sponsor \$2,500

## PAYMENT INFORMATION

Paid online at [redcross.org/rideforthered](https://redcross.org/rideforthered)

Check enclosed in the amount of \$ \_\_\_\_\_ (Payable to The American Red Cross)

Please include "Ride for the Red" in the memo line

Visa  MasterCard  Amex

Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_ Signature \_\_\_\_\_

### Mail or email this form to:

American Red Cross  
Attn: Ride for the Red  
836 Calle Plano  
Camarillo, CA 93012

### Sponsor Artwork:

Please forward your logo in JPG or EPS format to [taylor.poisall2@redcross.org](mailto:taylor.poisall2@redcross.org)

Proceeds will support the programs and services of our local Red Cross.

### For more information, contact:

Anne Kratz, Regional Philanthropy Officer  
[Anne.kratz@redcross.org](mailto:Anne.kratz@redcross.org) | 805-679-6671

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*Thank you for your support!*



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