



## ★ ★ REAL HEROES BREAKFAST ★ ★

*Ordinary People. Extraordinary Courage.*

### 2018 Real Heroes **Sponsorship Opportunities**

Friday, October 12, 2018

7:30 – 9:30 a.m.

USS Midway Museum

**American Red Cross**

San Diego/Imperial Counties

# 2018 Real Heroes **Sponsorship Opportunities**

The Real Heroes Breakfast raises public awareness of local heroes and volunteers who carry out the mission of the Red Cross every day. Since the first Real Heroes Breakfast 16 years ago, the American Red Cross of San Diego/Imperial Counties has celebrated well over 100 extraordinary individuals who have made a personal commitment to creating safer and stronger communities and stepping up when disaster strikes. Every year, the Real Heroes Breakfast attracts hundreds of the region's most notable residents for award presentations that honor San Diego and Imperial Counties' finest heroes.

## Award Categories

- |   |                     |                   |
|---|---------------------|-------------------|
| ▪ Adult                                     | ▪ Community Partner | ▪ Law Enforcement |
| ▪ Animal Welfare                            | ▪ Fire and Rescue   | ▪ Military        |
| ▪ Bill Trumpfheller<br>Community Leadership | ▪ Humanitarian      | ▪ Youth           |

## Real Heroes Breakfast event sponsorship directly supports Red Cross services in our community:

### Disaster Relief

When disaster strikes, Red Cross workers are among the first on the scene, providing help and hope to those in need. Red Cross workers provide hot meals and shelter for disaster victims, medical supplies and mental health counseling for people affected by a disaster, and other necessary referrals to aid with disaster recovery throughout our community.

### First Aid, CPR, Preparedness Education

As one of the region's largest educational providers, the Red Cross trains residents in lifesaving skills through multi-language online, community, and workplace courses in subjects such as First Aid, Adult and Infant CPR, Lifeguard Certification, Babysitter Training, and Disaster Preparedness.

### Service to the Armed Forces

Through our global communication network, the Red Cross provides emergency communications and other services to support military families. Examples include: counseling, financial assistance, military comfort kits for battle-wounded warriors, phone cards to enable deployed service members to call home, and caregiver training to help families care for their wounded warriors.

### International Services

As part of the world's largest humanitarian organization, the Red Cross helps provide immediate relief and supports community recovery following international disasters. The Red Cross also educates the public about International Humanitarian Law and helps reconnect families during and after times of war and civil unrest.

### Blood Services

The Red Cross is the conduit through which some four million people give lifesaving blood each year, making the Red Cross the largest supplier of blood and blood products in the United States.



## Last year, the American Red Cross of San Diego/Imperial Counties:

- |  |  |   |
|--|--|---|
| ▪ Responded to <b>302</b> local disaster incidents, assisting <b>687</b> families/ <b>1,752</b> individuals  | ▪ Provided more than <b>50,000</b> services to military members, veterans and their family members   | ▪ Worked with more than <b>2,300</b> volunteers, who spent a total of nearly <b>110,000</b> hours in support of the Red Cross mission |
| ▪ Installed <b>6,427</b> free smoke alarms through Sound the Alarm installation events   | ▪ Facilitated the training of more than <b>30,000</b> people in first aid, CPR and water safety skills   | ▪ Collected <b>20,260</b> pints of blood during <b>777</b> local blood drives, saving up to <b>60,780</b> lives                       |
| ▪ Assisted more than <b>260</b> individuals affected by the Lilac Fire in December 2017 and helped more than <b>11,000</b> people in American Samoa following Tropical Cyclone Gita in February 2018 | ▪ Provided nutrition counseling to an average of more than <b>20,000</b> mothers and children each month through the local Women, Infants and Children program |   |

# 2018 Real Heroes **Sponsorship Opportunities**

	<b>Co-Presenting Sponsor</b> \$10,000	<b>Regional Sponsor</b> \$6,500	<b>Community Sponsor</b> \$3,500	<b>Neighborhood Sponsor</b> \$1,000
<b>Leadership Engagement</b>				
Alignment with Award of choice, including naming recognition as Co-Presenter, invitation to present, and logo placement on awards video	✓			
Company representative invited to serve on Award Selection Committee (meeting in Summer 2018)	✓	✓		
<b>Marketing &amp; Visibility</b>				
Sponsor recognition in select press releases and event communications	✓			
Advertisement in event program book (black & white; due 9/28/18)	Half Page (4.75" x 2.75")	Quarter Page (2.25" x 2.75")		
Inclusion in the Real Heroes Breakfast social media campaign	✓	✓	✓	
Logo placement on Real Heroes webpage	✓	✓	✓	
Sponsor recognition in program book	Logo	Logo	Logo	Name
<b>Co-Branding &amp; Recognition</b>				
Recognition on hero award collateral	✓			
Opportunity to provide an item for attendee gift bag	✓	✓	✓	
Recognition on table and day-of-event signage	Logo	Logo	Logo	Name
<b>Event Tickets</b>				
One complimentary table for ten guests at the breakfast	Premium Seating	Preferred Seating	✓	✓
Host table for Real Heroes awardee and their guests	✓			
<b>Event Alignment</b>				
Year-long recognition as Real Heroes Breakfast Sponsor	✓	✓	✓	✓
Permission to use Red Cross logo to promote the event partnership	✓	✓	✓	✓



**American  
Red Cross**

Our lifesaving work is made possible through generous public donations, and we use these gifts very efficiently. In general, an average of 91 cents of every dollar the American Red Cross spends is invested in humanitarian services and programs.

3950 Calle Fortunada, San Diego CA 92123 | 858-309-1278

Additional event information: [redcross.org/sandiego/realheroes](http://redcross.org/sandiego/realheroes)

# Real Heroes **Award Recipients 2003–2017**

## **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

## **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

## **Community Partner**

Violet Devoe, Presidio  
Component, Inc  
Burt Smith, L-3  
Communications  
US Gypsum  
The City of Poway

Western Mesquite Gold Mines  
AT&T San Diego  
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

## **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

## **Humanitarian Award**

Stoney Stone  
Dee Dean  
Gary Becks  
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

## **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

## **Media**

Brad Wills - KYMA  
Monica Zech  
Larry Himmell  
KyXy 96.5  
Fox 5 San Diego  
KPBS  
NBC 7 San Diego  
Michael Chen

## **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

## **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

## **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

## **Special Award Presentations**

Lt General Honore  
Lt Alberto Leos  
Joe Craver  
Scripps Medical Response  
Team (SMRT)

## **Bill Trumpfheller Community Leadership Award**

Bill Trumpfheller



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.

