REAL HEROES BREAKFAST

Ordinary People. Extraordinary Courage.

2019 Real Heroes Sponsorship Opportunities

Friday, October 11, 2019
7:30 – 9:30 a.m.
USS Midway Museum

American Red Cross
San Diego/Imperial Counties
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 17 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
- Animal Welfare
- Community Partner
- Fire and Rescue
- Gift of Life
- Good Samaritan
- Humanitarian
- Law Enforcement
- Military
- Youth Good Samaritan

### 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 local disasters **303** times, assisting **471** families, including **1,381** individuals
- Installed **10,000** free smoke alarms through Sound the Alarm installation events
- Provided more than **50,000** services to military members, veterans and their family members
- Facilitated the training of more than **37,000** people in first aid, CPR and water safety skills
- Provided nutrition counseling to an average of more than **20,000** mothers and children each month through the local Women, Infants and Children program
- Worked with more than **2,200** volunteers, who spent a total of more than **122,000** hours in support of the Red Cross mission
- Collected **20,367** pints of blood during **875** local blood drives, saving up to **61,101** lives
## 2019 Real Heroes Sponsorship Opportunities

<table>
<thead>
<tr>
<th>Leadership Engagement</th>
<th>Co-Presenting Sponsor</th>
<th>Regional Sponsor</th>
<th>Community Sponsor</th>
<th>Neighborhood Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alignment with Award of choice, including naming recognition as Co-Presenter, invitation to present, and logo placement on awards video</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Company representative invited to serve on Award Selection Committee (meeting in Summer 2019)</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## Marketing & Visibility

<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>Sponsor recognition in select press releases and event communications</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advertisement in event program book (black &amp; white; due 9/13/19)</td>
<td></td>
<td>Half Page</td>
<td>Quarter Page</td>
<td></td>
</tr>
<tr>
<td>Inclusion in the Real Heroes Breakfast social media campaign</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo placement on Real Heroes webpage</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Sponsor recognition in program book</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Name</td>
</tr>
<tr>
<td>Social media recognition during the event</td>
<td>✓</td>
<td>✓</td>
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## Co-Branding & Recognition

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<tr>
<td>Recognition on hero award collateral</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Opportunity to provide an item for attendee gift bag</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Recognition on table and day-of-event signage</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Name</td>
</tr>
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</table>

## Event Tickets

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<tr>
<td>One complimentary table for ten guests at the breakfast</td>
<td>Premium Seating</td>
<td>Preferred Seating</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Host table for Real Heroes awardee and their guests</td>
<td>✓</td>
<td></td>
<td></td>
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## Event Alignment

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<tr>
<td>Year-long recognition as Real Heroes Breakfast Sponsor</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Permission to use Red Cross logo to promote the event partnership</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

Our lifesaving work is made possible through generous public donations, and we use these gifts very efficiently. The Red Cross is proud that an average of 90 cents of every dollar we spend is invested in delivering care and comfort to those in need.

3950 Calle Fortunada, San Diego CA 92123 | 858-309-1278
Additional event information: redcross.org/sandiego/realheroes
Real Heroes Award Recipients 2003–2018

Adult
Raul Orozco Nuñez
Pastor Patrick Miller
Dyan Winship
Breanna Knapp
Tom Holman
Monroe Rostick
Brent Knight
Amanda & Matthew Hagan
Silvia Torres
Randi Mitchell
Sandy Lehmkuhler
Jason Muchmore
Sheila Riley
Lacy Lawrence
Roy Forbes
Cordell Fleming
Randi Harford
Robert Sears
Jim & Robin Madaffer
Derek Moses
Bob Surra
Magdalena Armendariz
Luis Cucino
Melinda Neal
Linda Britton
Anthony Martinez
Ahmad Shorish
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 Ears
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

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 Carlsbad CERT

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

Humanitarian Award
Stoney Stone
Dee Dean
Gary Becks
Benyapa (Puu) Becks

International Rescue Committee
Jane Lane’s Kids, Inc.
Staff Sgt Eric Sims
Stephen J. Wampler
Kristen Parungog
Jim Silveira
Dennis-Michael Broussard
Kathi Anderson
Phil Landis
Brent & Virginia Fremmerlid

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 Hiraless
Ofc Curtis Chancellor
Ofc Casey Rose
Sgt Patrick Vinson

Media
Brad Wills - KYMA
Monica Zech
Larry Himmell
KXy 96.5
Fox 5 San Diego
KPBS
NBC 7 San Diego

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 Fiqueroa
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

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

Special Award Presentations
Lt General Honore
Lt Alberto Leos
Joe Craver
Scripps Medical Response Team (SMRT)
Cory Iverson, Cal Fire San Diego

Bill Trumpfheller Community Leadership Award
Bill Trumpfheller
Brandon Steppe

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.