



2019 INLAND EMPIRE HEROES LUNCHEON AND RED CROSS JERSEY NIGHT

*Corporate and Individual
Sponsorship Opportunities*

Red Cross Jersey Night

Saturday, January 26, 2019
Citizens Business Bank Arena

Inland Empire Heroes Luncheon

Tuesday, February 26, 2019
The Mission Inn Hotel & Spa



American Red Cross
Desert to the Sea Region

YOUR AMERICAN RED CROSS

For over 130 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 Heroes Luncheon

The American Red Cross Serving Riverside County and the American Red Cross Serving San Bernardino County are proud to present the Inland Empire Heroes Luncheon on Tuesday, February 26, 2019 at The Mission Inn Hotel & Spa. This annual fundraising event honors ordinary people with extraordinary courage. We recognize local heroes that 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 in the house 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 that embody the spirit and mission of the Red Cross. 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. Sponsors will also receive benefits at Red Cross Jersey Night, held on Saturday, January 26, 2019 at the Citizens Business Bank Arena.

Inland Empire Heroes Luncheon—2018 Sponsors

Presenting Sponsor

Arrowhead Mountain Spring Water

Disaster Relief Sponsors

Community Bank

JJ Roofing—Don & Donna Luginbill

Sysco Riverside

Community Preparedness Sponsors

AutoZone

Modern Woodmen of America

Emergency Response Sponsors

Andrew Behnke

Erudite Entertainment

High Desert Association of Realtors

Inland Empire Magazine

Mrs. Amy Johnson

Quinn Bloom and Molly Bruggeman

Riverside Legal &
Professional Management

Roberto Rivera—University
of California, Riverside

Southwest Gas

The IAMPO Group

Thompson & Colegate LLP

Tim Isom

Virginia Hastings

How Funds Raised Will Help Our Community

Sponsorship of the Heroes Luncheon will help ensure that we are able to respond to hundreds of home fires each year, support our military service members and their families, continue to provide safety and preparedness training for our community, collect lifesaving blood, and so much more.

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

Presenting Sponsor (1 sponsor opportunity) \$10,000

Your sponsorship can support the cost of opening and preparing two shelters for one night for a total of 300 people—this includes breakfast, lunch, dinner, snacks, cots, blankets, comfort kits and Red Cross workers to provide support.

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

Event Alignment
*Exclusivity as Presenting Sponsor
Marketing Benefits
*Official Presenting Sponsor of the 2019 Heroes Event
*Inclusion in all media releases as Presenting Sponsor
*Opportunity for company executive to speak about support of Red Cross
Open event by welcoming attendees from the stage
Event Tickets
*Two tables of 10, with prominent placement and an opportunity to host a Hero at your table (based on number of heroes and your guest list)

Red Cross Jersey Night Alignment
One team-signed jersey with company name on back
Honorary Puck Drop
Four VIP tickets for the Red Cross Suite and San Manuel Lounge Access
Logo listing on Dasher Board(s) for up to 10 games
30 upper level tickets
Logo with tagline recognition on Jumbotron

**In addition to other benefits listed in the lower sponsor levels*

Disaster Relief Sponsor \$5,000

Your sponsorship can provide food and shelter for five families of four for five days. This includes breakfast, lunch and dinner, the costs to mobilize and distribute cots, blankets and comfort kits as well as the costs of Red Cross workers to provide this support.

As the Disaster Relief Sponsor your company will have broad exposure in the months leading up to the event, as well as significant recognition at the event itself.

Marketing Benefits
*Special recognition as sponsor with logo or name displayed on all publicity, communication and event material
Prominent logo placement
*Opportunity for company executive to speak about support of Red Cross or announce matching gift
*Company logo placed prominently on table
Event Tickets
*One table of 10, with prominent placement and an opportunity to host a Hero at your table (based on number of heroes and your guest list)

Red Cross Jersey Night Alignment
Two VIP tickets for the Red Cross Suite and San Manuel Lounge Access
Logo listing on Dasher Board(s) for up to six games
15 upper level tickets
Logo recognition on Jumbotron
One LED Ribbon message
Zamboni Ride opportunity for one company representative

**In addition to other benefits listed in the lower sponsor levels*

Community Preparedness Sponsor \$2,500

Your sponsorship can provide breakfast, lunch or dinner for 250 people during times of disaster. These meals are served by Red Cross workers at shelters or can be served from Red Cross Emergency Response Vehicles driving through disaster-affected neighborhoods.

This sponsorship level will provide your company with broad exposure in the months leading up to the event, as well as significant recognition at the event itself.

Event Alignment
*Alignment with a Hero Award
*Right of first refusal to keep alignment with the Heroes event the following year. Commitment deadline is July 15, 2019 for returning sponsors. Non-renewed sponsorships will then be released to corporate partners on the waiting list
Marketing Benefits
*Company executive to present a Heroes Award on stage
*Company name placed prominently on table
*Logo placement on Heroes Luncheon web page
Media
*Corporate mention in media outreach and press releases
*Thank-you recognition tweets and social engagement
Event Ticket
*One table of 10, with an opportunity to host a Hero at your table (based on the number of heroes and your guest list)

Red Cross Jersey Night Alignment
10 upper level tickets
Company name listing recognition on Jumbotron
Benchwarmer (High-5) opportunity for one company representative
Recognition in up to four Ontario Reign e-newsletters
Recognition in Red Cross and Ontario Reign event press release(s)
Recognition in up to four Ontario Reign E-newsletters
Logo Recognition on Jumbotron
Recognition in Red Cross & Ontario Reign event press release(s)
Recognition on regional Red Cross social media channels

**In addition to other benefits listed in the lower sponsor levels*

Emergency Response Sponsor \$1,000

Your sponsorship can provide 400 comfort kits containing hygiene items. Comfort kits, stored and ready for distribution nationwide, contain the basic personal supplies someone would need in the aftermath of a disaster.

This sponsorship level will provide your company with broad exposure in the months leading up to the event, as well as significant recognition at the event itself.

Marketing Benefits
*Recognition as sponsor with logo or name displayed during program and on event materials
*Table signage
*Name placement on Heroes Event web page
Event Tickets
One table of 10

Leadership Engagement
*Executive invited to serve on the Hero nomination committee (one mandatory meeting in March 2019)
Red Cross Jersey Night Alignment
Four upper level tickets
Company name listing recognition on Jumbotron

Individual Ticket \$100

**All sponsors will receive a Red Cross toolkit about your sponsorship to be used for internal communications purposes.*

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American Red Cross
Desert to the Sea Region

SPONSORSHIP FORM DUE JANUARY 18, 2019

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 Serving Riverside and San Bernardino Counties in honoring local heroes at the Heroes Luncheon event on **February 26, 2019** at The Mission Inn Hotel & Spa.

☐ **\$10,000 Presenting Sponsor**

☐ **\$100 Individual Ticket**

☐ **\$5,000 Disaster Relief Sponsor**

☐ **General Donation (any amount)**

☐ **\$2,500 Community Preparedness Sponsor**

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

☐ **\$1,000 Emergency Response Sponsor**

CONTACT INFORMATION

Name _____ Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

Marketing Contact for Fulfillment of Sponsorship Benefits

Name _____ Phone _____

Email _____

PAYMENT INFORMATION

☐ Check (made payable to American Red Cross)

☐ 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 Tuesday, February 12, 2019.

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

Name: _____

Phone: _____

Email: _____

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

