

Celebrate the Hero Within!

2022 Inland Empire Heroes Awards

March 8, 2022

Sponsorship Opportunities



American Red Cross
Southern California Region



Your American Red Cross

For 140 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 Inland Empire Heroes Awards

The American Red Cross is proud to present the Inland Empire Heroes Awards. This annual fundraising event honors ordinary people with extraordinary courage in Riverside and San Bernardino Counties. We recognize local heroes who embody the spirit and mission of the 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 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.

We hope you will join us as we celebrate the achievements of everyday heroes in our community and raise support for the Red Cross mission.

How Funds Raised Will Help Our Community

Sponsorship of the Heroes Awards 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, provide safety and preparedness training for our community, collect lifesaving blood, and so much more.

In the last fiscal year, in Riverside and San Bernardino Counties, your local Red Cross:

- Responded to **506 local disasters** and provided help for those affected
- Provided **8,288 services** to military members, veterans and their families
- Collected **22,999 units of red blood cells** at **865 blood drives**
- Enrolled **23,334 people** in Red Cross health and safety courses
- Maintained a base of over **1,400 trained volunteers** to support the Red Cross mission

Your Heroes 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.



Thank You to Our 2021 Event Sponsors

Presenting Sponsors

Arrowhead Mountain Spring Water

Sysco Riverside

Disaster Relief Sponsors

Altura Credit Union

Ed Monie

JJ Roofing

Raising Cane's

Community Preparedness Sponsors:

First Net built by AT&T

Inland Empire Business Journal

Modern Woodmen

Renova Energy

Emergency Response Sponsors

Atkinson, Andelson, Loya, Ruud, and Romo

Patti Cheselske

Tempe Essell

Jeffrey Graham

Bernie Herman

Shalini Lockard

Brenda Madonna

Edward Ornelas

Michael Ramirez

Roberto Rivera

Thompson & Colegate, LLP



Help Alleviate Human Suffering and Be Recognized

We invite you to make an investment in alleviating human suffering during life's most urgent moments. To highlight your generosity, a robust benefits matrix is highlighted below for a variety of sponsorship levels:

Sponsor Benefits	Presenting Sponsor \$10,000	Disaster Relief Sponsor \$5,000	Community Preparedness Sponsor \$2,500	Emergency Response Sponsor \$1,000
Marketing Visibility				
Hero Award Alignment <i>(Program description, invitation to present, winning slide and hero video)</i>	First choice of Hero Award alignment	Priority choice of Hero Award alignment	Hero alignment based on first come basis	
Recognition on event invitation	Logo	Logo	Logo	Name
Event program recognition	Prominent logo placement on front, 1/4 page ad	Logo, 1/4 page ad	Logo	Name
Recognition slide during event	Logo	Logo	Logo	Name
Company leadership recognition	Opening Remarks	Hero Award Presentation	Hero Award Presentation	
Verbal recognition of company sponsorship	✓	✓	✓	✓
Media & Digital Promotion				
Corporate mention in Red Cross press releases	✓	✓	✓	
Inclusion on HTML email campaigns reaching 40,000+ recipients	Logo	Logo	Logo	
Recognition on regional Red Cross social media channels	3 mentions	2 mentions	1 mention	
Recognition on Heroes Awards web page	Logo	Logo	Logo	Name
Sponsorship toolkit	✓	✓	✓	✓
Event Tickets				
Complimentary event seating	10 tickets	10 tickets	10 tickets	4 tickets
Leadership Engagement				
Company representative invited to serve on the Heroes Selection Committee	✓	✓	✓	✓



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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 in honoring local heroes at the Inland Empire Heroes Awards.

☐ **\$10,000** Presenting Sponsor

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

☐ **\$5,000** Disaster Relief Sponsor

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

Contact Information

Name	Title	
Company		
Email	Phone	
Address		
City	State	Zip
Marketing Contact for Fulfillment of Sponsorship Benefits	Phone	Email

Payment Information

☐ Please send an invoice ☐ Check (made payable to American Red Cross)
☐ Credit Card: ☐ Visa ☐ MC ☐ AmEx ☐ Discover

Name as it appears on card	
Card Number	
Expiration Date	Billing Zip Code
Authorized Signature	

Please return form to:

American Red Cross | Attn: Special Events | 3950 Calle Fortunada, San Diego, CA 92123
socalevents@redcross.org | redcross.org/ieheroes