

2021 NORTHEAST OHIO HEROES

Celebrating the Stars of Our Community



May 12, 2021

Join Us Virtually



**American
Red Cross**

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A special feature of the Northeast Ohio Hero Awards is the inclusion of a Community Leader Award honoree, who is selected for serving the Northeast Ohio community with outstanding leadership, vision, and a commitment to the health and well-being of our region.

This year the Red Cross is proud to present this award to the **Haslam Family and Cleveland Browns**.

Dee and Jimmy Haslam are immersed in numerous philanthropic and community endeavors to impact Northeast Ohio and have always taken a proactive approach to help address the needs of their communities. Upon becoming owners of the Browns, they quickly engaged themselves in the Northeast Ohio community. Meanwhile, the Browns Give Back to Northeast Ohio with a commitment to education and youth football while engaging the community through the team's signature First and Ten volunteer movement.

This past March, Dee and Jimmy, on behalf of the Haslam family, pledged \$1.5 million to COVID-19 relief funds throughout the state of Ohio. Through their Haslam 3 Foundation, the Haslams earmarked \$1 million to the Greater Cleveland COVID-19 Rapid Response Fund and \$500,000 to the Columbus Foundation's Emergency Response Fund.

The Haslams established a focus and direction for the Browns Give Back initiative, with a commitment to make a continuing impact in education, youth football and community engagement through volunteerism. The foundation of the Haslam's philanthropy strategy is based on the belief that every child deserves a quality education. They have made improving education in underserved and disadvantaged communities a priority for their philanthropic efforts.

A native a Knoxville, Tenn., Jimmy Haslam began his career at Pilot Corporation in 1976, a company his family founded in 1958. In 1980, Haslam was named vice president of sales, development and operations. At that time, Pilot operated 100 convenience stores with annual fuel sales of about 125 million gallons. Today, Jimmy serves as CEO of the Pilot Company, a position he has held since 1996 and the company has exponentially grown its network and supplies more than 11 billion gallons of fuel per year. Pilot has an industry-leading network of more than 950 retail and fueling locations that offer a variety of products, amenities and innovative solutions to make road travel easier. The Pilot Flying J travel center network includes locations in 44 states and six Canadian provinces with more than 680 restaurants.

Dee, an Emmy-nominated TV producer, was the executive producer and CEO of RIVR Media Companies. Since launching RIVR Media in 1999, Dee has been the executive producer for ground breaking series such as "Trading Spaces," "Whale Wars," "World Series of Poker," "Renovation Realities," "Fat Guys in the Woods," and "Escaping Polygamy." Recently, RIVR was named a Realscreen's Global 100 TV production company. In June of 2012, Dee started Nest Features, an independent film company that produces films in and about the American South. Prior to RIVR's launch, she worked in various production roles with Bagwell Communications and Cinetel Productions. Dee transitioned from her role as CEO at RIVR Media in early 2018 to devote more of her time to Cleveland but remains a partner and executive producer.

The Haslams have three adult children and six grandchildren.

Past Honorees include:

- ☆ **2020 – Ronn Richard, President and CEO, The Cleveland Foundation**
- ☆ **2018 – The Cleveland Indians**
- ☆ **2016 – Dr. Akram Boutros, CEO, The MetroHealth System**
- ☆ **2013 – Admiral Mike Mullen, 17th Chairman of the Joint Chiefs of Staff**
- ☆ **2012 – Dr. Michael Roizen, Chief Wellness Officer, Cleveland Clinic**
- ☆ **2011 – Paul Clark, Regional President, PNC**
- ☆ **2009 – Toby Cosgrove, President and CEO, Cleveland Clinic**
- ☆ **2006 – Rev. Dr. Otis Moss & Edwina Moss, Civil Rights Leader**
- ☆ **2002 – George Crile III, Producer, CBS 60 Minutes**
- ☆ **2000 – U. S. Senator George Voinovich**

2021 Northeast Ohio Heroes

Where the Rubber Meets the Road Sponsor: \$25,000 or \$50,000

(6 available at \$25,000; or 3 available at \$50,000)

Sponsorship benefits:

- ☆ Exclusive naming of VIP floor in virtual venue
- ☆ Named table in virtual venue
- ☆ Your logo on rear of Red Cross Branded RAM Promaster 3500 body panel
- ☆ Personalized update on one-year anniversary of the vehicle hitting the road!

Front Line Hero Sponsor: \$15,000

(1 available)

Sponsorship benefits:

- ☆ Prominent logo placement on website, mailings, and other collateral
- ☆ Featured Sponsor Video in the Video Billboard of virtual venue
- ☆ 3 of 6 available Sponsor Banners at bottom of virtual venue
- ☆ Named table in virtual venue
- ☆ Opportunity to speak on your company's philanthropic philosophy during the event
- ☆ Employee engagement through seasonal Red Cross Disaster Readiness Tips
- ☆ Opportunity for employees to participate in a Red Cross Disaster Preparedness Activities

Essential Services Hero Sponsor: \$10,000

(4 available)

Sponsorship benefits:

- ☆ Preferred logo placement on website, mailings, and other collateral
- ☆ Your logo on 1 of 4 available conversation rooms in the virtual venue
- ☆ Named table in virtual venue
- ☆ Employee engagement through seasonal Red Cross Disaster Readiness Tips via pdf documents, easily uploaded to an intranet or included in a mass email

Biomedical Services Hero Sponsor: \$7,500

(3 available)

Sponsorship benefits:

- ☆ Logo placement on website, mailings, and other collateral
- ☆ Named table in virtual venue
- ☆ 1 of 6 available Sponsor Banners at bottom of virtual venue
- ☆ Employee engagement through seasonal Red Cross Disaster Readiness Tips via pdf documents, easily uploaded to an intranet or included in a mass email

First Responder Hero Sponsor: \$5,000

(8 available)

Sponsorship benefits:

- ☆ Company name and/or logo on the event marketing and promotional materials including Red Cross website
- ☆ Named table in virtual venue

Volunteer Hero Sponsor: \$2,500

(8 available)

Sponsorship benefits:

- ☆ Company name and/or logo on select event marketing and promotional materials, including the Red Cross website
- ☆ EXCLUSIVE Zoom lunch & learn on emergency preparedness presentation for employees or clients

Non-Profit Partner Hero Sponsor: \$1,250

(3 available)

Sponsorship benefits:

- ☆ Company name on select event marketing and promotional materials
- ☆ EXCLUSIVE Zoom lunch & learn on emergency preparedness presentation for employees or clients



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Yes! I want to support the 2021 Northeast Ohio Heroes and Community Leader Awards event and support the Red Cross operations and services at the following level:

- Rubber Hits the Road Sponsor Front Line Hero Sponsor Essential Services Hero Sponsor Biomedical Services Hero Sponsor
- First Responder Hero Sponsor Volunteer Hero Sponsor Non-Profit Partner Hero Sponsor

Please complete contact information:

Contact Person: _____

Address: _____

City/State/Zip: _____

Email Address: _____

Daytime Phone: _____ Fax Number: _____

Please make check payable to the American Red Cross. Also note "Northeast Ohio Heroes" in the memo line.

Mail to: American Red Cross | 3747 Euclid Ave. | Cleveland, OH 44115

Be sure to include this Sponsorship Form. If using a credit card, please complete the following:

Charge \$: _____ to my: Visa Mastercard Discover

Credit Card Number: _____

Expiration Date: _____ Security Code: _____

Signature _____ Date: _____

