2027 Orange County Heroes Awards

Celebrate the Hero Within!

Sponsorship Opportunities

May 13, 2027

Richard Nixon Presidential Library

American Red Cross
Orange County

Your American Red Cross

For over 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 Orange County Heroes Awards

The American Red Cross is proud to present the Orange County Heroes Awards. This annual fundraising event honors ordinary people with extraordinary courage in Orange County. We recognize local heroes who 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 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 Orange County, your local Red Cross:

- Responded to **135 local disasters** and provided help for those affected
- Collected over **105,500 platelet and red blood cell units** at more than **2,700 blood drives**
- Enrolled over **35,100 people** in Red Cross health and safety training courses
- Maintained a base of over **5,100 trained volunteers** to support the Red Cross mission

Your Heroes Awards 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 2026 Event Sponsors

Media Partner
KTLA

Heroes Awards Match Partners
A Little Help Foundation
The Caring Path Foundation Fund

Humanitarian Sponsor
Antis Roofing & Waterproofing

Regional Sponsor
U.S. Bank

Mission Sponsors
Nationwide
SchoolsFirst Federal Credit Union

Community Sponsors
Atkinson, Andelson, Loya, Ruud & Romo
Lance Britt and Ryan McKinney
Councilmember Mike Carroll, City of Irvine
Susan and Al DeGrassi
Kia America
Pacific Life Foundation
Rowsell Family
David and Carolyn Todd
UCI Health
Warne Family Charitable Foundation

Neighborhood Sponsors
Alonzo Family
Automobile Club of Southern California
Burkhalter Kessler Clement & George LLP
Ronald Cambron
David and Laura Engwall
Neetu Khilnani and Mritunjay Singh
Kingston Technology Company, Inc.
KME
Lockton Companies
Mia Lomedico and Justin Van Dyk
McNevin Family
Laura Nguyen
Technologent

2027 Sponsorship Opportunities

The Orange County Heroes Awards 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 in Orange County. The higher the level of sponsorship, the greater amount of exposure at the Orange County Heroes Awards, and the greater overall alignment between your organization and the American Red Cross, one of the most valued and respected brands in the country. When you become an event sponsor, you spotlight your company's commitment to the community and reinforce causes relevant and meaningful to your customers and employees—all while receiving the brand lift of alignment with the American Red Cross.

To highlight your generosity, a robust benefits matrix is highlighted below for a variety of sponsorship levels.*

	Sponsorship Level				
	Signature Sponsor $25,000	**Humanitarian Sponsor $15,000**	**Mission Sponsor $10,000**	**Community Sponsor $5,000**	**Neighborhood Sponsor $2,500**
Marketing Visibility					
Hero Award Alignment (Naming recognition, invitation to present, and logo placement on awards video and program description)	First choice of Hero Award alignment	Priority choice of Hero Award alignment	Hero alignment based on first come basis	Hero alignment if available	
Recognition on digital invitation	Logo	Logo	Logo	Logo	Name
Recognition in digital program book	Logo, Full-page ad	Logo, Half-page ad	Logo, Quarter-page ad	Logo	Name
Recognition slide during event	Logo	Logo	Logo	Logo	Name
Company leadership recognition	Optional company video presentation during event, produced by company (2 minutes or less)	Remarks during event	Hero Award Presentation	Hero Award Presentation based on availability	
Verbal recognition of company sponsorship	✓	✓	✓	✓	
Media & Digital Promotion					
Corporate mention in Red Cross press releases	✓	✓	✓	✓	
Inclusion on HTML email campaigns reaching 30,000+ recipients	Logo	Logo	Logo	Logo	Name
Recognition on regional Red Cross social media channels	3 mentions	2 mentions	1 mention	1 mention	
Recognition on Heroes Awards web page	Logo	Logo	Logo	Logo	Name
Sponsorship toolkit	✓	✓	✓	✓	✓
Event Tickets					
Opportunity to invite guests	2 Premium tables for 8	Premium table for 8	Preferred table for 8	Table for 8	Table for 8
Leadership Engagement					
Company representative invited to serve on the Heroes Selection Committee	✓	✓	✓	✓	✓

*Sponsorship levels are not exclusive, there may be more than one sponsor at each level.

2027 Orange County Heroes Awards

American Red Cross
Orange County

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 Orange County Heroes Awards on Thursday, May 13, 2027 at the Richard Nixon Presidential Library**.**

- ☐ **$25,000 Signature Sponsor**
- ☐ **$15,000 Humanitarian Sponsor**
- ☐ **$10,000 Mission Sponsor**
- ☐ **$5,000 Community Sponsor**
- ☐ **$2,500 Neighborhood Sponsor**
- ☐ **Cannot attend but would like to support Red Cross services with a donation of $** _____

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 _____

Please return form to:

American Red Cross | Attn: Karyssa Fleming | 600 Parkcenter Dr. | Santa Ana, CA 92705
socalevents@redcross.org | redcross.org/ocheroes