



★ ★ ★ REAL HEROES AWARDS ★ ★ ★

Ordinary People. Extraordinary Courage.

2022 San Diego Real Heroes Awards

Wednesday, October 5, 2022
USS Midway Museum

American Red Cross
San Diego and Imperial Counties

2022 Real Heroes **Sponsorship Opportunities**

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 Real Heroes Awards

The American Red Cross of San Diego and Imperial Counties is proud to present the 20th annual Real Heroes Awards on Wednesday, October 5, 2022 at the USS Midway Museum. This annual fundraising event honors ordinary people with extraordinary courage. 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 life-saving 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 Real Heroes Awards will support the vital mission of the Red Cross, helping to 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.

Last fiscal year, the American Red Cross of San Diego and Imperial Counties:

- Responded to 281 disasters and assisted 502 families
- Enrolled over 41,000 people in Red Cross health and safety training courses
- Provided over 14,000 services to military members, veterans, and their families
- Collected over 24,400 units of lifesaving blood products in San Diego County
- Maintained a base of over 1,700 trained local volunteers

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

Hometown Hero Sponsors

San Diego Gas & Electric
PAR Western Line Contractors

Co-Presenting Sponsors

San Diego State University
Sycuan Casino Resort
U.S. Bank

Disaster Relief Match Partner

Falck

Regional Sponsors

Beta Engineering
CIT Bank
Kaiser Permanente
Mission Federal Credit Union
San Diego City Firefighters Local 145
USS Midway Museum

Community Sponsors

AMR
Andy Fichthorn
Teresa and Byron Pollitt
The Sulpizio Family

Neighborhood Sponsors

Moss Adams
Jaymie Bradford
Stan Hartman
Point Loma Nazarene University
San Diego Regional Chamber of Commerce
Steve Stuckey
Sudberry Properties
Wells Fargo
Charlene Zettel

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	Hometown Hero Sponsor \$25,000	Presenting Sponsor \$15,000	Co-Presenting Sponsor \$10,000	Regional Sponsor \$6,500	Community Sponsor \$3,500	Neighborhood Sponsor \$1,500
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 based on first come basis		
Recognition on digital and print invitation	Logo	Logo	Logo	Logo	Logo	Name
Recognition in digital and print program book	Logo, Full-page ad	Logo, Half-page ad	Logo, Half-page ad	Logo, Quarter-page ad	Logo	Name
Recognition slide during event	Logo	Logo	Logo	Logo	Logo	Name
Company leadership recognition	Optional company video presentation during event, produced by company	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	✓	✓	✓	✓		
Recognition on regional Red Cross social media channels	3 mentions	2 mentions	1 mention	1 mention	1 mention	
Recognition on Heroes Awards web page	Logo	Logo	Logo	Logo	Logo	Name
Sponsorship toolkit	✓	✓	✓	✓	✓	✓
Event Tickets						
Opportunity to invite guests	Premium table for 8	Premium table 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 (Summer 2022)	✓	✓	✓	✓		

“We’re excited to celebrate the 20th anniversary of our Real Heroes Awards, and we look forward to recognizing incredible hometown heroes from San Diego and Imperial Counties.”

Sean Mahoney, Regional CEO of the American Red Cross Southern California Region

Additional event information: redcross.org/sandiego/realheroes



**American
Red Cross**

Real Heroes **Award Recipients 2003–2021**

Adult

Raul Orozco Nuñez
Pastor Patrick Miller
Dyan Winship
Breanna Knapp
Tom Holman
Monroe Rostick
Brent Knight
Amanda & Matthew Hagan
Silvia Torres
Randy Mitchell
Sandy Lehmkuhler
Jason Muchmore
Sheila Riley
Lacy Lawrence
Roy Forbes
Cordell Fleming
Randy Harford
Robert Sears
Jim & Robin Madaffer
Derek Moses
Bob Surratt
Magdalena Armendariz
Luis Coucino
Melinda Neal
Linda Britton
Anthony Martinez
Ahmad Shorish
Cheryl Lundgren
Chris Hamilton and Family
Terri Sorensen

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 Earp
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
Kathy's Legacy
Chopper the Biker Dog
Ricochet

Community Partner

Violet Devoe, Presidio
Components, 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
San Diego Gas & Electric
Julio Perez
Wawanesa Insurance

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
Dan McKinney Family YMCA
San Diego Fire-Rescue
Department, Firefighters
of Engine 22
Nicholas Bohr

Gift of Life Award

Kyle Kraska
Jim Ehrlichmann
Pechanga Arena San Diego

Humanitarian Award

Stoney Stone
Dee Dean

Gary Becks
Benyapa (Puu) Becks
International Rescue Committee
Jane Lane's Kids, Inc.
Staff Sgt Erik Sims
Stephen J. Wampler
Kristen Paruginog
Jim Silveira
Dennis-Michael Broussard
Kathi Anderson
Phil Landis
Brent & Virginia Fremmerlid
Brown Bag Coalition
Dr. Ellen Beck

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 Hiraes
Ofc Curtis Chancellor
Ofc Casey Rose
Sgt Patrick Vinson
Ofc Randall Gray &
Ofc Fernando Martinez
Ofc Jonathan Wiese
Sgt Kris Holm & Sgt Brent Lowry

Media

Brad Wills - KYMA
Monica Zech
Larry Himmell
KyXy 96.5
Fox 5 San Diego
KPBS
NBC 7 San Diego
Michael Chen

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 Figueroa
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
Col. Thomas M. Fahy
Perry Yee, Active Valor
Kenneth Hutton

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
Karolyn Curtis
Nolan Mejia, Grocery Grab
Nevaeh Henrich

Special Award Presentations

Lt General Honore
Lt Alberto Leos
Joe Craver
Scripps Medical Response
Team (SMRT)
Cory Iverson, Cal Fire San Diego
Chabad of Poway
Father Joe Carroll

Bill Trumpfheller Community Leadership Award

Bill Trumpfheller
Brandon Steppe
Honor Flight San Diego



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.





**American
Red Cross**

*** **REAL HEROES AWARDS** ***

Ordinary People. Extraordinary Courage.

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 Real Heroes Awards on October 5, 2022.

☐ \$25,000 Hometown Hero Sponsor

☐ \$3,500 Community Sponsor

☐ \$15,000 Presenting Sponsor

☐ \$1,500 Neighborhood Sponsor

☐ \$10,000 Co-Presenting Sponsor

☐ **Cannot attend** but would like to support Red Cross services with a donation of \$ _____

☐ \$6,500 Regional Sponsor

CONTACT INFORMATION

Name Title

Company

Address

City State Zip

Email Phone

Marketing Contact for Fulfillment of Sponsorship Benefits Phone

PAYMENT INFORMATION

☐ Check (made payable to American Red Cross)

☐ Credit Card: ☐ Visa ☐ MC ☐ AmEx ☐ Discover

Name as it appears on card Card Number

Expiration Date Security Code

Authorized Signature

PLEASE RETURN FORM TO:

American Red Cross
Attn: Karyssa Heggie
3950 Calle Fortunada
San Diego, CA 92123-1827

Phone: 949-226-2348
Email: socalevents@redcross.org
Web: redcross.org/sandiego/realheroes