



★ ★ ★ **REAL HEROES AWARDS** ★ ★ ★

Ordinary People. Extraordinary Courage.

2023 San Diego Real Heroes Awards

Sponsorship Opportunities

Friday, September 29, 2023
USS Midway Museum

American Red Cross
San Diego and Imperial Counties

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 21st annual Real Heroes Awards on Friday, September 29, 2023 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 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 312 local disasters and provided help for those affected
- Enrolled over 49,000 people in Red Cross health and safety training courses
- Provided more than 12,500 services to military members, veterans, and their families
- Collected over 28,500 platelet and red blood cell units at more than 1,000 blood drives
- 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 2022 Event Sponsors

Hometown Hero Sponsors

Quanta West
San Diego Gas & Electric

Co-Presenting Sponsors

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

Regional Sponsors

Beta Engineering
Gary Sinise Foundation, San Diego Chapter
Kaiser Permanente
Mission Federal Credit Union
San Diego City Firefighters Local 145
USS Midway Museum

Community Sponsors

Teresa and Byron Pollitt
San Diego Regional Chamber of Commerce
The Sulpizio Family

Neighborhood Sponsors

Marither Chuidian
Andy Fichthorn
Stan Hartman
Moss Adams
Steve Stuckey
Sudberry Properties
Trabus Technologies
David and Charlene Zettel

2023 Sponsorship Opportunities

The San Diego Real 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 San Diego and Imperial Counties. The higher the level of sponsorship, the greater amount of exposure at the San Diego Real 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.*

Sponsor Benefits	Hometown Hero Sponsor \$25,000	Humanitarian Sponsor \$15,000	Presenting 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		
Recognition on digital and print invitation	Logo	Logo	Logo	Logo	Name
Recognition in digital and print 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		
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	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 2023)	✓	✓	✓	✓	

“We’re excited to celebrate the 21st 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



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



**American
Red Cross**

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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 Real Heroes Awards on September 29, 2023 at the USS Midway Museum.

☐ \$25,000 Hometown Hero Sponsor

☐ \$5,000 Community Sponsor

☐ \$15,000 Humanitarian Sponsor

☐ \$2,500 Neighborhood Sponsor

☐ \$10,000 Presenting Sponsor

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

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