Celebrate the Hero Within!

2027

Inland Empire Heroes Awards

March 2, 2027

Sponsorship Opportunities

American Red Cross
Southern California Region

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 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 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 Riverside and San Bernardino Counties, your local Red Cross:

- Responded to **672 local disasters** and provided help for those affected
- Collected over **28,900 units of red blood cells** at more than **1,070 blood drives**
- Enrolled over **40,800 people** in Red Cross health and safety training courses
- Maintained a base of over **2,900 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 2026 Event Sponsors

Media Partner

KTLA

Match Partner

Beauty 21 Cosmetics, Inc.

Hometown Hero Sponsor

Circle K

Regional Sponsor

U.S. Bank

Presenting Sponsor

Sysco Riverside

Community Sponsors

Altura Credit Union

DoubleTree by Hilton Claremont

IAPMO

IEBJ

JJ Roofing

Ontario Convention Center

San Antonio Regional Hospital

Neighborhood Sponsors

Louise Borda

Mrs. Joan Herman

Lorenzi Estate Vineyard and Winery

Ed Monie

Ken Talmage

2027 Sponsorship Opportunities

The Inland Empire 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 Riverside and San Bernardino Counties. The higher the level of sponsorship, the greater amount of exposure at the Inland Empire 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	Hero alignment based on first come basis	
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, Quarter-page ad	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	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	
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	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 6
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 Inland Empire Heroes Awards

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 on Tuesday, March 2, 2027 at the Ontario Convention Center.

- ☐ **$25,000** Hometown Hero Sponsor
- ☐ **$15,000** Humanitarian Sponsor
- ☐ **$10,000** Presenting 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

Email | Phone

Address

City | State | Zip

Marketing Contact for Fulfillment of Sponsorship Benefits | Phone | Email

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 | Billing Zip Code

Authorized Signature

Please return form to:

American Red Cross | Attn: Special Events | 6235 River Crest Drive, Suite A, Riverside, CA 92507
socalevents@redcross.org | redcross.org/ieheroes