

Central Valley Heroes Awards

Celebrating the Everyday Extraordinary

Thursday, March 19, 2026

Doors open at 5:30 p.m.

The Grand 1401 Ballroom

1401 Fulton Street | Fresno, CA 93721



**American
Red Cross**

Mission

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.

Your American Red Cross

For more than 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 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 Central Valley Heroes Awards

The American Red Cross of the Central Valley is proud to present the annual Central Valley Heroes Awards on Thursday, March 19, 2026 at The Grand 1401. This annual fundraising event honors ordinary people with extraordinary courage in the Central Valley served by your local Red Cross - Fresno, Kings, Madera, Mariposa and Tulare 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 Central Valley 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 and so much more.

Last fiscal year, the American Red Cross of the Central Valley:

- Responded to 261 local disasters
- Provided disaster financial assistance to 367 families
- Enrolled 18,937 people in Red Cross health and safety training courses
- Provided more than 4,500 services to military members, veterans, and their families
- Maintained a base of over 995 trained local volunteers
- Installed more than 800 free smoke alarms for local residents

Honoring Every Day, Extraordinary Heroes

This year, we will be honoring heroes in the following categories:

- Good Samaritan Hero
- Youth Hero
- Lifesaving Rescue Hero
- First Responder Hero
- Military Hero
- Community Impact Hero
- Global Citizenship Hero
- Healthcare Hero
- Education Hero
- Clara Barton Humanitarian Hero

Questions? For more information, contact: Please reach out to Robert Schumann, Sr. Regional Philanthropy Officer, Central California Region, at (559) 396-9798 or robert.schumann@redcross.org. Thank you for your support!



American Red Cross
Central Valley

2026 Red Cross Central Valley Heroes Awards

Honoring Everyday, Extraordinary Heroes

“Our Central Valley Heroes Awards celebrates the everyday extraordinary, and we look forward to recognizing the courage, compassion and community impact of incredible hometown heroes from the Central Valley.”

Lori Wilson, Executive Director of the American Red Cross Central Valley Chapter

Sponsorship Benefits	Hometown Hero Sponsor \$15,000	Humanitarian Sponsor \$10,000	Lifesaver Sponsor \$5,000	Resiliency Sponsor \$2,500
Number of tables/tickets for your organization (includes meal and dessert)	2 tables (20 tickets)	1 table (10 tickets)	1 table (10 tickets)	1 table (10 tickets)
Exclusive event naming opportunity (“presented by”)	✓			
Your organization invited to share a 2-minute video testimonial (“Why We Support the Red Cross”)**	✓			
Invitation to exclusive VIP Cocktail Lounge, complimentary appetizers (Thursday, March, 19, 2026)	20 tickets	10 tickets		
Invitation to exclusive “Meet the Heroes” reception, complimentary appetizers (Thursday, January 29, 2026)	10 tickets	6 tickets		
Complimentary wine on table evening of event	✓	✓		
Opportunity to seat a Hero and their Guest at your table(s)	✓	✓		
Verbal recognition for your organization throughout event	✓	✓		
Recognition on region’s Heroes Awards web page	✓	✓		
Recognition on Heroes Awards web page	✓	✓		
A representative of your organization to serve on Hero Selection Committee	✓	✓		
Your organization’s leadership to present a Heroe’s Award during event program	First choice	✓	✓	
Mention in Red Cross press releases	3 mentions	2 mentions	1 mention	
Your organization’s logo prominently displayed in event slide presentation	✓	✓	✓	
Your organization’s logo presented on table signage	✓	✓	✓	✓
Recognition on region’s Red Cross social media channels	✓	✓	✓	✓

Individual Tickets: \$125 | One Table, 10 Seats: \$1000

*Sponsorship levels are not exclusive, there may be more than one sponsor at each level (with exception of Hometown Hero Sponsor)

**Video presentation during event; produced by your organization



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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 Central Valley Heroes Awards on March 19, 2026 at The Grand 1401 Ballroom.

Level of Support

We will support the Red Cross at the following level:

- | | | |
|---|---|---|
| <input type="checkbox"/> Hometown Hero Sponsor \$15,000 | <input type="checkbox"/> Lifesaver Sponsor \$5,000 | <input type="checkbox"/> One table, 10 seats \$1000 |
| <input type="checkbox"/> Humanitarian Sponsor \$10,000 | <input type="checkbox"/> Resiliency Sponsor \$2,500 | <input type="checkbox"/> Individual Ticket \$125 |

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	

Mail or email this form to:
American Red Cross
Attn: Central Valley Heroes
1300 W. Shaw Avenue, 4B
Fresno, CA 93711

Sponsor Artwork:

Please forward your logo in JPG or EPS format to taylor.poisall2@redcross.org
Proceeds will support the programs and services of our local Red Cross.

For more information, contact:

Robert Schumann, Sr. Regional Philanthropy Officer
(559) 396-9798 | robert.schumann@redcross.org



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