REAL HEROES AWARDS

Ordinary People. Extraordinary Courage.

2020 Virtual Real Heroes
Sponsorship Opportunities

Friday, September 25, 2020

American Red Cross
San Diego and Imperial Counties
Since the first Real Heroes Awards 18 years ago, the American Red Cross of San Diego and Imperial Counties has celebrated over 100 extraordinary individuals who have created safer and stronger communities by stepping up when disaster strikes. This year we are excited to continue the legacy of our event, while keeping our supporters safe and healthy, by going virtual.

Our Virtual Real Heroes Awards will allow for even more participants, creating elevated visibility of the Red Cross brand, as well as the brands of our sponsors! We hope you will join us and hundreds of the region’s most notable residents, as we celebrate the life-saving achievements of everyday heroes in our community and raise support for the Red Cross mission.

2020 Virtual Real Heroes Sponsorship Opportunities

Real Heroes Breakfast event sponsorship directly supports Red Cross services in our community:

Disaster Relief
When disaster strikes, Red Cross workers are among the first on the scene, providing help and hope to those in need. Red Cross workers provide hot meals and shelter for disaster victims, medical supplies and mental health counseling for people affected by a disaster, and other necessary referrals to aid with disaster recovery throughout our community.

First Aid, CPR, Preparedness Education
As one of the region’s largest educational providers, the Red Cross trains residents in lifesaving skills through multi-language online, community, and workplace courses in subjects such as First Aid, Adult and Infant CPR, Lifeguard Certification, Babysitter Training, and Disaster Preparedness.

Service to the Armed Forces
Through our global communication network, the Red Cross provides emergency communications and other services to support military families. Examples include: counseling, financial assistance, military comfort kits for battle-wounded warriors, phone cards to enable deployed service members to call home, and caregiver training to help families care for their wounded warriors.

International Services
As part of the world’s largest humanitarian organization, the Red Cross not only responds to emergencies—such as earthquakes, droughts, and health epidemics—but also helps neighborhoods prepare for future disasters and ensures that children receive the vaccines they need to stay healthy.

Blood Services
The Red Cross is the conduit through which some four million people give lifesaving blood each year, making the Red Cross the largest supplier of blood and blood products in the United States.

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

- Responded to local disasters 303 times, assisting 471 families, including 1,381 individuals
- Installed 10,000 free smoke alarms through Sound the Alarm installation events
- Provided more than 50,000 services to military members, veterans and their family members
- Facilitated the training of more than 37,000 people in first aid, CPR and water safety skills
- Provided nutrition counseling to an average of more than 20,000 mothers and children each month through the local Women, Infants and Children program
- Worked with more than 2,200 volunteers, who spent a total of 122,000 hours in support of the Red Cross mission
- Collected 20,367 pints of blood during 875 local blood drives, saving up to 61,101 lives
## 2020 Virtual Real Heroes Sponsorship Opportunities

<table>
<thead>
<tr>
<th>Leadership Engagement</th>
<th>Presenting Sponsor $15,000</th>
<th>Co-Presenting Sponsor $10,000</th>
<th>Regional Sponsor $6,500</th>
<th>Community Sponsor $3,500</th>
<th>Neighborhood Sponsor $1,500</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alignment with Award of choice, including naming recognition, invitation to present, and logo placement on Awards video</td>
<td>First choice of Hero Award alignment</td>
<td>Priority choice of Hero Award alignment</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Company representative invited to serve on Award Selection Committee (meeting in Summer 2020)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Optional company video presentation during event</td>
<td>✓</td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

### Marketing & Visibility

<table>
<thead>
<tr>
<th>Sponsor recognition during virtual event with 500+ viewers</th>
<th>Logo</th>
<th>Logo</th>
<th>Logo</th>
<th>Logo</th>
<th>Logo</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsor recognition in select press releases and event communications</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inclusion on email campaigns reaching 40,000+ recipients</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo linked to company website in all email communication</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Company name linked to company website via the Heroes webpage</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Name</td>
</tr>
<tr>
<td>Advertisement in digital event program book – due 8/28/20</td>
<td>Full page</td>
<td>Half page</td>
<td>Quarter page</td>
<td>Quarter page</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsor recognition in digital program book</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Name</td>
</tr>
<tr>
<td>Verbal virtual recognition of company sponsorship by Red Cross CEO</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognition on regional Red Cross social media channels</td>
<td>3 mentions</td>
<td>2 mentions</td>
<td>1 mention</td>
<td>1 mention</td>
<td>1 mention</td>
<td></td>
</tr>
</tbody>
</table>

### Event Tickets

| Opportunity to forward event link to unlimited number of guests | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |

### Event Alignment

<table>
<thead>
<tr>
<th>Year-long recognition as Real Heroes Breakfast sponsor on Real Heroes webpage</th>
<th>Logo</th>
<th>Logo</th>
<th>Logo</th>
<th>Logo</th>
<th>Logo</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsorship toolkit</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

**NEW** Disaster Relief Sponsorship: $1,000 – As a Disaster Relief Sponsor your company’s name will be visible on our Red Cross Real Heroes website. At this sponsorship level, you will also receive name recognition during the event.

Our lifesaving work is made possible through generous public donations, and we use these gifts very efficiently. The Red Cross is proud that an average of 90 cents of every dollar we spend is invested in delivering care and comfort to those in need.

3950 Calle Fortunada, San Diego CA 92123 | 858-309-1267
Additional event information: redcross.org/sandiego/realheroes
Real Heroes Award Recipients 2003–2019

<table>
<thead>
<tr>
<th>Adult</th>
<th>Animal Welfare</th>
<th>Community Partner</th>
<th>Communication</th>
</tr>
</thead>
<tbody>
<tr>
<td>Raul Orozco Nuñez</td>
<td>SeaWorld San Diego’s Animal Rescue</td>
<td>Violet Devoe, Presidio Component,</td>
<td>AT&amp;T San Diego</td>
</tr>
<tr>
<td>Pastor Patrick Miller</td>
<td>and Rehabilitation Team</td>
<td>Inc</td>
<td>Pacific Western Bank</td>
</tr>
<tr>
<td>Dyan Winship</td>
<td>Walker Family</td>
<td>Cordell Fleming</td>
<td>San Diego County Ford</td>
</tr>
<tr>
<td>Breanna Knapp</td>
<td>San Diego Humane Society and SPCA Animal</td>
<td>Randy Harford</td>
<td>Dealers and Ford</td>
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<tr>
<td>Tom Holman</td>
<td>Rescue Reserve</td>
<td>Robert Sears</td>
<td>Motor Company Fund</td>
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<tr>
<td>Monroe Rostick</td>
<td></td>
<td>Jim &amp; Robin Madaffier</td>
<td>SERVPRO of Sorrento</td>
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<tr>
<td>Brent Knight</td>
<td></td>
<td>Derek Moses</td>
<td>Valley/University City</td>
</tr>
<tr>
<td>Amanda &amp; Matthew Hagan</td>
<td></td>
<td>Robert Sears</td>
<td>Marriott Residence Inn</td>
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<tr>
<td>Silvia Torres</td>
<td></td>
<td>Ready Carlsbad</td>
<td>Local Cultural Council</td>
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<tr>
<td>Randy Mitchell</td>
<td></td>
<td>SeaWorld San Diego</td>
<td></td>
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<tr>
<td>Sandy Lehmkuhler</td>
<td></td>
<td>Carlsbad CERT</td>
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<tr>
<td>Jason Muchmore</td>
<td></td>
<td>San Diego Gas &amp; Electric</td>
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<tr>
<td>Sheila Riley</td>
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<td></td>
<td></td>
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<tr>
<td>Lacy Lawrence</td>
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<td></td>
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<tr>
<td>Roy Forbes</td>
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<td></td>
<td></td>
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<tr>
<td>Cordell Fleming</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Randy Harford</td>
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<tr>
<td>Burt Smith, L-3 Communications</td>
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<td></td>
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<tr>
<td>US Gypsum</td>
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<td></td>
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<tr>
<td>The City of Poway</td>
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<tr>
<td>Western Mesquite Gold Mines</td>
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</tbody>
</table>

**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 Klae 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

**Fire/Rescue Emergency Response**

- 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

**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 Gunson
- Ofc. Salvador Acevedo
- PSD Debbie Zendejas
- William “Billy” S. Rogers
- Ofc. Stephen Singh
- Ofc. Adrian Hirales
- Ofc. Curtis Chancellor
- Ofc. Casey Rose
- Sgt Patrick Vinson
- Ofc. Randall Gray & Ofc. Fernando Martinez

**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 Miskenko
- 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
- Jaqueline Johnson
- Col. Thomas M. Fahy

**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 Heiniken
- Paul Gonzalez
- Trevor Hidalgo
- Sophia Righthouse
- Karolyn Curtis

**Special Award Presentations**

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

**Bill Trumpfeller Community Leadership Award**

- Bill Trumpfeller
- Brandon Steppe
- Honor Flight San Diego

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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.
Yes, we would like to join the American Red Cross of San Diego and Imperial Counties in honoring local heroes at the 18th Annual Virtual Real Heroes Awards event on Friday, September

☐ $25,000 Hometown Hero Sponsor
   Includes opportunity for video presentation; presentation of a Real Hero award; award selection committee representation; prominent logo recognition; full page event program ad.

☐ $15,000 Presenting Sponsor
   Includes presentation of a Real Hero award; award selection committee representation; prominent logo recognition; half page event program ad.

☐ $10,000 Co-Presenting Sponsor
   Includes presentation of a Real Hero award; award selection committee representation; prominent logo recognition; quarter page event program ad.

☐ $6,500 Regional Sponsor
   Includes award selection committee representation; logo recognition; quarter page event program ad.

☐ $3,500 Community Sponsor
   Includes sponsor logo recognition.

☐ $1,500 Neighborhood Sponsor
   Includes sponsor name recognition.

☐ $1,000 Disaster Relief Sponsor
   Includes sponsor name recognition.

☐ 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

PAYMENT INFORMATION

☐ Check (made payable to American Red Cross of San Diego and Imperial Counties)

☐ Credit Card (we will email you a secure credit card link)

☐ Please send an invoice

PLEASE RETURN FORM TO:

Attn: Leah VanLeeuwen
American Red Cross San Diego and Imperial Counties
3950 Calle Fortunada
San Diego, CA 92123

Phone: (858) 309-1267
Email: leah.vanleeuwen@redcross.org
Web: redcross.org/sandiego/realheroes