



★ ★ REAL HEROES BREAKFAST ★ ★

Ordinary People. Extraordinary Courage.

2020 Real Heroes **Sponsorship Opportunities**

Friday, September 25, 2020

7:30 – 9:30 a.m.

USS Midway Museum

American Red Cross

San Diego/Imperial Counties

2020 Real Heroes Sponsorship Opportunities

The Real Heroes Breakfast raises public awareness of local heroes and volunteers who carry out the mission of the Red Cross every day. Since the first Real Heroes Breakfast 18 years ago, the American Red Cross of San Diego/Imperial Counties has celebrated well over 100 extraordinary individuals who have made a personal commitment to creating safer and stronger communities and stepping up when disaster strikes. Every year, the Real Heroes Breakfast attracts hundreds of the region's most notable residents for award presentations that honor San Diego and Imperial Counties' finest heroes.

Award Categories

- | | | | |
|---------------------|-------------------|-------------------|------------------------|
| ▪ Animal Welfare | ▪ Fire and Rescue | ▪ Good Samaritan | ▪ Military |
| ▪ Community Partner | ▪ Gift of Life | ▪ Law Enforcement | ▪ Youth Good Samaritan |

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/Imperial Counties:

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

2020 Real Heroes **Sponsorship Opportunities**

| | 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 |
|---|--|---|--|------------------------------------|-------------------------------------|--|
| Leadership Engagement | | | | | | |
| Alignment with award of choice, including naming recognition, invitation to present, and logo placement on Awards video | First choice of Hero Award alignment | Priority choice of Hero Award alignment | ✓ | ✓ | | |
| Company representative invited to serve on Award Selection Committee (meeting in Summer 2020) | ✓ | ✓ | ✓ | ✓ | | |
| Opportunity to host a hero at your table | ✓ | ✓ | ✓ | | | |
| Onstage speaking opportunity and optional video presentation during event | ✓ | | | | | |
| Marketing & Visibility | | | | | | |
| Sponsor recognition in select press releases and event communications | ✓ | ✓ | ✓ | | | |
| Inclusion on email campaigns reaching 40,000+ recipients | ✓ | ✓ | ✓ | ✓ | | |
| Advertisement in event program book - due 8/28/20 | Full page | Half page | Quarter page | Quarter page | | |
| Verbal onstage recognition of company sponsorship | ✓ | ✓ | ✓ | ✓ | | |
| Sponsor recognition in program book | Logo | Logo | Logo | Logo | Logo | Name |
| Recognition on regional Red Cross social media channels | 3 mentions | 2 mentions | 1 mention | 1 mention | | |
| Logo projection on screens scrolling pre and post event | Logo | Logo | Logo | Logo | Logo | Name |
| Recognition on company table | Logo | Logo | Logo | Logo | Logo | Name |
| Recognition on day-of event signage | Logo | Logo | Logo | Logo | Logo | Name |
| Event Tickets | | | | | | |
| Complimentary event seating | Two premier tables (20 tickets) | One premier table (10 tickets) | One premier table (10 tickets) | One table (10 tickets) | One table (10 tickets) | One table (10 tickets) |
| Event Alignment | | | | | | |
| Year-long recognition as Real Heroes Breakfast sponsor on Real Heroes webpage | Logo | Logo | Logo | Logo | Logo | Name |
| Sponsorship toolkit | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |

NEW Disaster Relief Sponsorship: \$1,000 – As a Disaster Response Sponsor your company's name will be visible on event signage and on our Red Cross Real Heroes website. At this sponsorship level, you will also receive five tickets to the event including shared table signage listing your company's name.

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**

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

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

Community Partner

Violet Devoe, Presidio
Component, 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

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

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

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

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

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

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

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.





Yes, we would like to join the American Red Cross of San Diego/Imperial Counties in honoring local heroes at the 18th Annual Real Heroes Breakfast event on Friday, September 25, 2020 on the USS Midway.

☐ **\$25,000 Hometown Hero**

Includes opportunity for video presentation; opportunity to host a hero; presentation of a Real Hero award; award selection committee representation; prominent logo recognition; full page event program ad; premium table for 10.

☐ **\$15,000 Presenting Sponsor**

Includes presentation of a Real Hero award; opportunity to host a hero; award selection committee representation; prominent logo recognition; half page event program ad; premium table for 10.

☐ **\$10,000 Co-Presenting Sponsor**

Includes presentation of a Real Hero award; opportunity to host a hero; award selection committee representation; prominent logo recognition; quarter page event program ad; premium table for 10.

☐ **\$6,500 Regional Sponsor**

Includes award selection committee representation; logo recognition; quarter page event program ad; preferred table for 10.

☐ **\$3,500 Community Sponsor**

Includes sponsor logo recognition; table for 10.

☐ **\$1,500 Neighborhood Sponsor**

Includes sponsor name recognition; table for 10.

☐ **\$1,000 Disaster Relief Sponsor**

Includes sponsor name recognition; half table for 5.

☐ **\$150 Individual Supporter**

Attend the breakfast with a single ticket or a small group:
tickets ____ x \$150

☐ **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/Imperial Counties)
- ☐ Credit Card (we will email you a secure credit card link)
- ☐ Please send an invoice

ATTENDANCE INFORMATION – Guest Names (due September 11, 2020)

| | | |
|-------|-------|-------|
| _____ | _____ | _____ |
| _____ | _____ | _____ |
| _____ | _____ | _____ |

PLEASE RETURN FORM TO:

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

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