

Central Valley Heroes

Everyday Extraordinary

Thursday, March 7, 2024

7:00 a.m. to 9:00 a.m.

The Grand 1401 in the Grand on 10 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 2024 Central Valley Heroes Awards

The American Red Cross is proud to kick off March is Red Cross Month as we present the Red Cross Central Valley Heroes Breakfast. The event will be held at The Grand 1401 in the Grand on 10 Ballroom located at 1401 Fulton Street, Fresno, CA 93721.

This impactful event honors ordinary people with extraordinary courage in the five counties in the Central Valley served by our local Red Cross — Madera, Mariposa, Fresno, Kings and Tulare counties. We recognize local heroes who embody the spirit and mission of the Red Cross.

Our one-of-a-kind Heroes events are some of the best-known and most beloved Red Cross events in the country. You're invited to join us 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 and provided help for those affected
- Enrolled 18,565 people in Red Cross health and safety training courses
- Provided more than 2,450 services to military members, veterans, and their families
- Maintained a base of over 600 trained local volunteers

Honoring Every Day, Extraordinary Heroes

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

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

Exclusive Pre-Event! Donors giving at the \$5,000 to \$25,000 levels will receive an exclusive invitation to the 2024 "Meet the Heroes" Reception the evening prior. This celebration will be held in "The Vault" at the historic Pacific Southwest Building in historic downtown Fresno.

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

2024 Red Cross Central Valley Heroes Awards

Honoring Everyday, Extraordinary Heroes

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Hometown Hero Sponsor | \$25,000

- Industry exclusive event naming opportunity ("presented by")
- Opportunity to share partnership testimonial during event program
- Premier logo placement during event program and ability to provide branded swag items to event guests
- Exclusive mention in event press release and media alert
- Exclusive social media highlights, pre- and post-event
- Premier logo placement on electronic and print save the date and invitations
- Logo and link on regional website and event landing page
- Invitation to exclusive "Meet the Heroes" reception, evening prior to event
- Event access for up to 8 guests

Humanitarian Sponsor | \$10,000

- Opportunity to present a volunteer recognition award as part of the program
- Ability to provide branded swag items to event guests
- Mention in event press release and media alert
- Social media highlight pre- and post-event
- Logo placement on electronic and print save the date and invitation
- Logo recognition during event program
- Logo and link on event landing page
- Invitation to exclusive "Meet the Heroes" reception, evening prior to event
- Event access for up to 8 guests

Lifesaver Sponsor | \$5,000

- Social media highlight post-event
- Logo placement on electronic and print invitation
- Logo recognition during event program
- Logo on event landing page
- Invitation to exclusive "Meet the Heroes" reception the evening prior to event
- Event access for up to 6 guests

Resiliency Sponsor | \$2,500

- Logo placement on electronic and print invitation
- Logo on event landing page
- Event access for up to 4 guests

Advocacy Sponsor | \$1,000

- Logo on event landing page and name listed in electronic and print invitations
- Event access for up to 2 guests



2024 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 \$25,000	Humanitarian Sponsor \$10,000	Lifesaver Sponsor \$5,000	Resiliency Sponsor \$2,500	Advocacy Sponsor \$1,000
Exclusive event naming opportunity	✓				
Choice of Hero Award alignment <ul style="list-style-type: none"> ▪ Naming recognition ▪ Invitation to present award ▪ Logo placement on awards video and in program description 	First Choice	Primary Choice			
Logo prominently displayed on digital and print invitations	✓	✓	✓	✓	
Logo, ad in digital and program book	Full Page	Half Page	Logo	Logo	
Logo prominently displayed on slide during event	✓	✓	✓	✓	
Company leadership recognition (optional company video presentation during event, produced by company 2 minutes or less)	✓				
Verbal recognition throughout event	✓	✓	✓		
Mention in Red Cross press releases	✓	✓			
Mentions on Regional Red Cross social media channels	3 Mentions	2 Mentions	2 Mentions		
Logo prominently displayed on Heroes Award web page	✓	✓	✓	✓	✓
Opportunity to sit with hero and their guest during event	✓	✓			
Invitation to exclusive “Meet the Heroes” reception the evening prior to event	✓	✓	✓		
Opportunity to invite guests	8 Guests	8 Guests	6 Guests	4 Guests	2 Guests
Company representative to serve on Hero Selection Committee	✓	✓			

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

Additional event information: redcross.org/cvheroes



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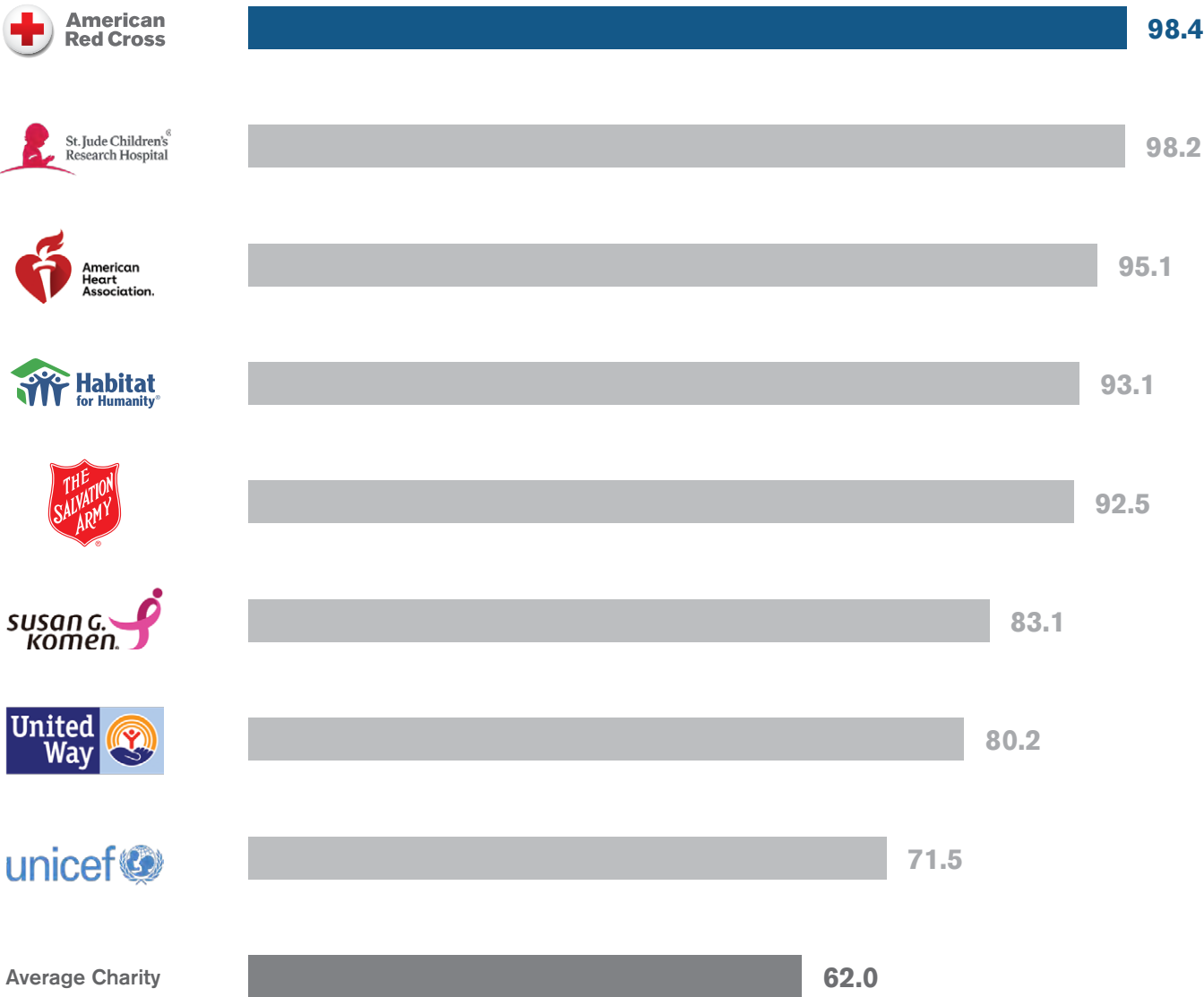
2024 Red Cross Central Valley Heroes Awards

Honoring Everyday, Extraordinary Heroes

American Red Cross offers partners more brand lift than any other leading charity.

The Power of the Red Cross Brand

The columns show brand stature—a measure of public knowledge and esteem—compared to the average charity. Greater brand stature means greater brand lift for



Source: BrandAsset® Valuator—the “largest and leading empirical study of brands.” Five year average on a 100 point scale, 2012–2017.

2024 Red Cross Central Valley Heroes Awards

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Donor Information

Sponsor Name _____

Please list as you would like your company name to appear at the event

Contact Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

Level of Support

We will support the Red Cross at the following level:

- Hometown Hero Sponsor \$25,000 Lifesaver Sponsor \$5,000 Advocacy Sponsor \$1,000
 Humanitarian Sponsor \$10,000 Resiliency Sponsor \$2,500

Payment Information

Paid online at redcross.org/cvheroes

Check enclosed in the amount of \$ _____ (Payable to The American Red Cross)

Please include "Heroes" in the memo line

Visa MasterCard Amex

Card # _____ Exp. Date _____ Signature _____

Mail or email this form to:

American Red Cross
Attn: Central Valley Heroes
1300 W. Shaw Avenue, 4B
Fresno, CA 93710

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

Thank you for your support!



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