



2019 ORANGE COUNTY HEROES LUNCHEON

Sponsorship Opportunities



Heroes Luncheon

Friday, May 3, 2019

Hotel Irvine



American Red Cross
Orange County

YOUR AMERICAN RED CROSS

For over 130 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 Heroes Luncheon

The American Red Cross serving Orange County is proud to present the Orange County Heroes Luncheon on Friday, May 3, 2019 at Hotel Irvine. This annual fundraising event honors ordinary people with extraordinary courage. 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 in the house 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. This event 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.

How Funds Raised Will Help Our Community

Sponsorship of the Heroes Luncheon 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.

Your Heroes Luncheon 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 2018 event sponsors, including:

Presenting Sponsor

Arrowhead Mountain Spring Water

Community Preparedness Sponsors

Antis Roofing & Waterproofing

Nationwide Pet Insurance

Southern California Veterinary Medical Association

State Farm Insurance

West Coast Clothing & Shoes, Inc.

Home Fire Campaign Champion

A Little Help Foundation

Emergency Response Sponsors

Alliance HealthCare Services

AT&T

The Ayco Company, L.P., a Goldman Sachs Company

Chevron Products Company

City of Cypress

Deloitte

Kawasaki Motors Corp., U.S.A.

Santa Margarita Catholic High School

SchoolsFirst Federal Credit Union

Other Sponsors

City of Santa Ana

Paul West & Pamela Stone

Presenting Sponsor (One Sponsor) \$15,000

Your sponsorship can support the average cost of fully stocking two Emergency Response Vehicles (ERVs) with needed supplies for three days. This service includes providing lunch, dinner and snacks, the travel costs to deploy two staff members to operate each ERV, vehicle maintenance and fuel costs.

As the Presenting Sponsor, your company is provided with the opportunity to align itself with the Heroes Luncheon in the most prominent way possible, offering significant exposure at the event and during the Heroes nomination outreach campaign.

Event Alignment

- Industry-exclusive level
- Permission to use the Red Cross logo to promote the partnership
- Complete alignment with the Heroes Luncheon including opening remarks, premier logo placement on stage screens and podium during award presentation
- Right of first refusal to keep alignment with the Heroes event the following year. Commitment deadline is July 1, 2019 for returning sponsors. Non-renewed sponsorships will then be released to corporate partners on the waiting list

Co-branding & Recognition

- Nomination Outreach Campaign
 - Logo prominently featured on save the date material and three HTML email campaigns
 - Logo included on event ads (subject to donated ad space & print deadlines)
 - Logo on event web page
- Logo included on all Heroes marketing materials, including invitations, program book and event signage
- Company logo projected on stage, scrolling pre- and post-event
- Logo displayed with a Hero Award video
- Opportunity to supply items at attendee tables

Online Presence

- Logo placement on Heroes Luncheon web page
- Inclusion in Heroes Luncheon social media strategy
- Thank-you recognition tweets and social engagement

Media

- Corporate mention in media outreach and press releases
- Opportunity to include quote about partnership in a press release
- Red Cross will provide tool kit about your sponsorship to be used for internal communications purposes

Event Tickets

- Two tables of 10, with prominent placement and an opportunity to host a Hero at your table (based on number of heroes and your guest list)

Stage Presence

- Company representative invited on stage for opening remarks
- Logo displayed with a Heroes Award video
- Podium recognition

Leadership Engagement

- Executive invited to serve on the Hero planning and nomination committee (one mandatory meeting in March 2019)

**In addition to other benefits listed in the lower sponsor levels*

Disaster Relief Sponsor (Two Sponsors) \$10,000

Your sponsorship can support the cost of opening or preparing two shelters, for one night, for a total of 300 people — this includes breakfast, lunch, dinner, snacks, cots, blankets, comfort kits and Red Cross workers to provide support.

As a Disaster Relief Sponsor, your company will have broad exposure in the months leading up to the event, as well as significant recognition at the event itself.

Rights & Hero Award Alignment

- Permission to use the Red Cross logo to promote the partnership
- Alignment with a Hero Award, including logo placement on stage screen during Hero Award presentation
- Right of first refusal to keep alignment with the Heroes event the following year. Commitment deadline is July 1, 2019 for returning sponsors. Non-renewed sponsorships will then be released to corporate partners on the waiting list.

Co-branding & Recognition

- Logo included on select Heroes Luncheon marketing materials, including event signage and back of invitation and two HTML email campaigns
- Signage on your company's table
- Company logo projected on stage scrolling pre- and post-event
- Logo placement in program

Online Presence

- Logo placement on Heroes Luncheon web page
- Thank-you recognition tweets and social engagement

Media

- Corporate mention in media outreach and press releases
- Red Cross will provide tool kit about your sponsorship to be used for internal communications purposes

Event Tickets

- One table of 10, with prominent placement and an opportunity to host a Hero at your table (based on number of heroes and your guest list)

Stage Presence

- Company representative invited on stage to present Hero Award (photo opportunity) and verbal recognition of sponsorship
- Logo displayed with a Heroes Award video

Leadership Engagement

- Executive invited to serve on the Hero planning and nomination committee (one mandatory meeting in March 2019)

**In addition to other benefits listed in the lower sponsor levels*

Community Preparedness Sponsor \$5,000

Your sponsorship can support the installation of 333 smoke alarms along with fire safety training for each household. The Red Cross, through coalitions of community partners, installs smoke alarms and provides fire and disaster safety education in high-risk communities across the country.

The Community Preparedness Sponsorship provides an opportunity for several companies to build community awareness while aligning with leading brands in the region, as well as significant recognition at the event itself.

Rights & Event Alignment

- Permission to use the Red Cross logo to promote the partnership
- Alignment with a Hero Award, including logo placement on stage screens during award presentation
- Right of first refusal to keep alignment with the Heroes event the following year. Commitment deadline is July 1, 2019 for returning sponsors. Non-renewed sponsorships will then be released to corporate partners on the waiting list

Co-branding & Recognition

- Logo included on select Heroes Luncheon marketing materials, including event signage and one HTML email campaign
- Signage on your company's table
- Company logo projected on stage scrolling pre- and post-event
- Name listed in event program book and select on-site event signage

Online Presence

- Logo placement on Heroes Luncheon web page
- Thank-you recognition tweets and social engagement

Media

- Corporate mention in media outreach and press releases
- Red Cross will provide tool kit about your sponsorship to be used for internal communications purposes

Event Tickets

- One table of 10, with prominent placement and an opportunity to host a Hero at your table (based on number of heroes and your guest list)

Stage presence

- Company representative invited on stage to present Hero Award and verbal recognition of sponsorship (for the first six committed sponsors)
- Corporate Logo will be displayed during one Heroes video (for the first six committed sponsors)

Leadership Engagement

- Executive invited to serve on the Hero nomination committee (one mandatory meeting in March 2019)

**In addition to other benefits listed in the lower sponsor levels*

Emergency Response Sponsor \$2,500

Your sponsorship can provide breakfast, lunch or dinner for 250 people during times of disaster. These meals are served by Red Cross workers at shelters or can be served from Red Cross Emergency Response Vehicles driving through disaster-affected neighborhoods.

The Emergency Response Sponsorship provides an opportunity for several companies to build community awareness while aligning with leading brands in the region, as well as recognition at the event itself.

Recognition

- Name listed in event program book and select on-site event signage
- Signage on your company's table
- Company name projected on stage scrolling pre- and post-event

Online Presence

- Name placement on Heroes Luncheon web page

Event Tickets

- One table of 10

Stage presence

- Corporate name will be displayed during one Heroes video (for the first six committed sponsors)

Leadership Engagement

- Executive invited to serve on the Hero nomination committee (one mandatory meeting in March 2019)
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\$150 Individual Ticket

Sponsorship deadline: **April 5, 2019**

All sponsors will receive a Red Cross tool kit about your sponsorship to be used for internal communications purposes.

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American Red Cross
Orange County

SPONSORSHIP FORM DUE FRIDAY, APRIL 5, 2019

To maximize sponsorship benefits, please submit your sponsorship form as early as possible.

*Must also include you company or organization's high resolution logo and brand guidelines.

Yes, I/we would like to join the American Red Cross Serving Orange County in honoring local heroes at the Heroes Luncheon event on **May 3, 2019** at Hotel Irvine.

- ☐ **\$15,000 Presenting Sponsor**
☐ **\$10,000 Disaster Relief Sponsor**
☐ **\$5,000 Community Preparedness Sponsor**
☐ **\$2,500 Emergency Response Sponsor**

- ☐ **\$150 Individual Ticket**
☐ **General Donation (any amount)**
Cannot attend but would like to support Red Cross services with a donation in the amount of \$ _____

CONTACT INFORMATION

Name _____ Title _____
Company _____
Address _____
City _____ State _____ Zip _____
Phone _____ Email _____

Marketing Contact for Fulfillment of Sponsorship Benefits

Name _____ Phone _____
Email _____

PAYMENT INFORMATION

- ☐ Check (made payable to American Red Cross) ☐ Credit Card ☐ Visa ☐ Mastercard ☐ AmEx ☐ Discover

Name as it appears on Card _____
Credit Card Number _____
Expiration _____ Security Code _____ Billing Zip _____
Authorized Signature _____

ATTENDANCE INFORMATION Guest names are due by Friday, April 12, 2019.

- ☐ No, our company is unable to attend but would be honored to seat Red Cross Hero honorees and/or their guests at our table.
☐ Yes, our company plans to attend the Heroes Luncheon and will provide our guest list by the designated date.

Primary Contact for Securing Guest Lists and Attendee Information

Name: _____
Phone: _____
Email: _____

Please list guest names here (first and last):

_____	_____	_____
_____	_____	_____
_____	_____	_____

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