



2023

SPONSORSHIP OPPORTUNITIES



ORANGE COUNTY HEROES AWARDS

CELEBRATE THE HERO WITHIN!



May 19, 2023



American Red Cross
Orange County

YOUR AMERICAN RED CROSS

For over 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 — 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 ORANGE COUNTY HEROES AWARDS

The American Red Cross is proud to present the Orange County Heroes Awards. This annual fundraising event honors ordinary people with extraordinary courage in Orange County. 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 Heroes Awards 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.

In the last fiscal year in Orange County, your local Red Cross:

- Responded to **129 local disasters** and provided help for those affected
- Provided more than **2,000 services** to military members, veterans and their families
- Collected over **91,000 platelet and red blood cell units** at more than **2,800 blood drives**
- Enrolled over **26,000 people** in Red Cross health and safety courses

Your Heroes Awards 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 2022 EVENT SPONSORS:

Media Partner

KTLA 5

Heroes Awards Match Partner

A Little Help Foundation

Disaster Relief Sponsors

Antis Roofing & Waterproofing

Deepa Gupta

Community Preparedness Sponsors

Rick and Shannon Lowe

Nationwide

Pacific Life Foundation

Southern California Veterinary Medical Association

Emergency Response Sponsors

ABC School Equipment, Inc.

Brewery X

Bridgford, Gleason & Artinian, Civil Trial Attorneys

Chevron

City of Santa Ana

Dwyer Family

Edwards LifeSciences Foundation

FirstService Residential

Michael Gelormino

Kawasaki Motors Corp., U.S.A.

McNevin Family

Moulton Niguel Water District

SchoolsFirst Federal Credit Union

2023 SPONSORSHIP OPPORTUNITIES

The Orange County Heroes Awards 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 in Orange County. The higher the level of sponsorship, the greater amount of exposure at the Orange County Heroes Awards, and the greater overall alignment between your organization and the American Red Cross, one of the most valued and respected brands in the country. When you become an event sponsor, you spotlight your company's commitment to the community and reinforce causes relevant and meaningful to your customers and employees—all while receiving the brand lift of alignment with the American Red Cross.

	SPONSORSHIP LEVEL			
	Presenting \$15,000	Disaster Relief \$10,000	Community Preparedness \$5,000	Emergency Response \$2,500
MARKETING VISIBILITY				
Hero Award Alignment (Naming recognition, invitation to present, and logo placement on Awards video and program description)	First choice of Hero Award alignment	Priority choice of Hero Award alignment	Hero alignment based on first come basis	
Recognition on digital and print invitation	Logo	Logo	Logo	Name
Recognition in digital and print program book	Prominent logo placement on front, 1/4 page ad	Logo, 1/4 page ad	Logo	Name
Recognition slide during event	Logo	Logo	Logo	Name
Company leadership recognition	Opening Remarks	Hero Award Presentation	Hero Award Presentation	
Verbal recognition of company sponsorship	✓	✓	✓	✓
MEDIA & DIGITAL PROMOTION				
Corporate mention in Red Cross press releases	✓	✓	✓	
Inclusion on HTML email campaigns reaching 40,000+ recipients	Logo	Logo	Logo	Name
Recognition on regional Red Cross social media channels	2 mentions	2 mentions	1 mention	
Recognition on Heroes Awards web page	Logo	Logo	Logo	Name
Sponsorship toolkit	✓	✓	✓	✓
EVENT TICKETS				
Opportunity to invite guests	20 tickets	10 tickets	10 tickets	10 tickets
LEADERSHIP ENGAGEMENT				
Company representative invited to serve on the Heroes Selection Committee	✓	✓	✓	✓

All benefits are subject to print and media deadline restrictions.

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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 Orange County Heroes Awards on Friday, May 19, 2023 at the City National Grove of Anaheim.

☐ **\$15,000 Presenting Sponsor**

☐ **\$10,000 Disaster Relief Sponsor**

☐ **\$5,000 Community Preparedness Sponsor**

☐ **\$2,500 Emergency Response Sponsor**

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 _____

Please return form to:

American Red Cross | Attn: Karyssa Heggie | 600 Parkcenter Dr. | Santa Ana, CA 92705
socalevents@redcross.org | 949-226-2348 | redcross.org/ocheroes