



2021

SPONSORSHIP OPPORTUNITIES

▲

VIRTUAL ORANGE COUNTY HEROES AWARDS

CELEBRATE THE HERO WITHIN!

▲

Friday, May 14, 2021



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 AWARDS

The American Red Cross of Orange County is proud to present the Orange County Heroes Awards on Friday, May 14, 2021. This annual fundraising event honors ordinary people who have shown 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 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.

The Virtual Orange County 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.

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:

- Assisted **279 families** affected by local disasters
- Provided **1,847 services** to military members, veterans and their families
- Collected **115,307 units** of lifesaving blood products in Orange, Riverside and San Bernardino Counties
- Installed **1,752 smoke alarms** to help prevent home fire deaths and injuries in vulnerable communities
- Enrolled more than **31,800 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 2020 EVENT SPONSORS, INCLUDING:

Disaster Relief Sponsor

Antis Roofing & Waterproofing

Community Preparedness Sponsors

AT&T

Nationwide

Southern California Veterinary Medical Association

State Farm

Biomedical Services Campaign Champion

A Little Help Foundation

Emergency Response Sponsors

Chevron

City of Santa Ana

Deloitte

Kawasaki Motors Corp., U.S.A.

Moulton Niguel Water District

San Diego Gas & Electric

2021 SPONSORSHIP OPPORTUNITIES

The Virtual 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 event invitation | Logo | Logo | Logo | Name |
| Recognition in digital program book | Prominent logo placement on front, ¼ page ad | Logo, ¼ page ad | Logo | Name |
| Recognition slide during virtual 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 | |
| Recognition on regional Red Cross social media channels | 3 mentions | 2 mentions | 1 mention | |
| Recognition on Heroes Awards web page | Logo | Logo | Logo | Name |
| Sponsorship toolkit | ✓ | ✓ | ✓ | ✓ |
| EVENT TICKETS | | | | |
| Opportunity to forward event link to unlimited number of guests | ✓ | ✓ | ✓ | ✓ |
| LEADERSHIP ENGAGEMENT | | | | |
| Company representative invited to serve on the Heroes Selection Committee | ✓ | ✓ | ✓ | ✓ |

All benefits are subject to print and media deadline restrictions.

2021 ORANGE COUNTY HEROES AWARDS



American Red Cross
Orange County

SPONSORSHIP FORM DUE APRIL 23

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 14, 2021.**

- | | |
|--|--|
| <input type="checkbox"/> \$15,000 Presenting Sponsor | <input type="checkbox"/> \$5,000 Community Preparedness Sponsor |
| <input type="checkbox"/> \$10,000 Disaster Relief Sponsor | <input type="checkbox"/> \$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: Melissa Rutan | 600 Parkcenter Dr. | Santa Ana, CA 92705
socalevents@redcross.org | 714-481-4444 | redcross.org/ocheroes