


2020

SPONSORSHIP OPPORTUNITIES



Inland Empire Heroes Luncheon
Tuesday, February 18, 2020
The Mission Inn Hotel & Spa
Riverside, CA

Red Cross Jersey Night
Saturday, February 29, 2020
Toyota Arena
Ontario, CA



American Red Cross
Desert to the Sea Region



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 Riverside and San Bernardino Counties is proud to present the Inland Empire Heroes Luncheon on Tuesday, February 18, 2020, at The Mission Inn Hotel & Spa. This annual fundraising event honors ordinary people who exhibit 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.

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.

In the last fiscal year in Riverside and San Bernardino Counties, your local Red Cross:

- Assisted **538 families** affected by local disasters
- Provided **4,474 services** to military members, veterans and their families
- Collected **82,385 units** of lifesaving blood products in Orange, Riverside and San Bernardino Counties
- Installed **3,058 smoke alarms** to help prevent home fire deaths and injuries in vulnerable communities
- Enrolled more than **37,000 people** in Red Cross health and safety courses

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 2019 EVENT SPONSORS, INCLUDING:

Presenting Sponsors

Arrowhead Mountain
Spring Water
Sysco Riverside

Disaster Relief Sponsors

Altura Credit Union
Hope Reigns Foundation
IAPMO
JJ Roofing
MOD Pizza

Community Preparedness Sponsors

Modern Woodmen of America
Opus Bank
Pechanga Band of Luiseño Indians

Emergency Response Sponsors

Richard Alvarado
Andrew Behnke
Erudite Entertainment
Quinn Bloom and Molly Bruggeman
Markeya Dale
Diana Gazzolo
Virginia Hastings
Tim Isom
Amy Johnson

Riverside Legal & Professional Management
Inland Empire Magazine
Brenda Madonna
Roberto Rivera, University of California Riverside
Thompson & Colegate, LLP
Southwest Gas
High Desert Association of Realtors

2020 INLAND EMPIRE HEROES LUNCHEON SPONSOR BENEFITS

The Inland Empire Heroes Luncheon 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 Riverside and San Bernardino Counties. The higher the level of sponsorship, the greater amount of exposure at the Inland Empire Heroes Luncheon and Red Cross Jersey Night, 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 community commitment 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 \$10,000 | Disaster Relief \$5,000 | Community Preparedness \$2,500 | Emergency Response \$1,000 |
| INLAND EMPIRE HEROES LUNCHEON-FEB 18 | | | | |
| MARKETING VISIBILITY | | | | |
| Hero Award Alignment (Program description, winning slide and hero video) | First choice of Hero Award alignment | Priority choice of Hero Award alignment | Hero alignment based on availability | |
| Recognition on event invitation | Logo (front) | Logo (inside) | Logo (inside) | Name (inside) |
| Event signage recognition | Logo on podium sign and welcome sign | Logo on welcome sign | Logo on welcome sign | Name on welcome sign |
| Event program recognition | Prominent logo placement on front, 1/4 page ad | Logo inside, 1/4 page ad | Logo (inside) | Name (inside) |
| Logo projection on screens scrolling pre- and post-event | ✓ | ✓ | ✓ | Name |
| ON-STAGE PRESENCE & RECOGNITION | | | | |
| 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 | ✓ | ✓ | ✓ | |
| Recognition on regional Red Cross social media channels | 3 mentions | 2 mentions | 1 mention | |
| Recognition on Heroes Luncheon web page | Logo | Logo | Logo | Name |
| Sponsorship toolkit | ✓ | ✓ | ✓ | ✓ |

2020 INLAND EMPIRE HEROES LUNCHEON SPONSOR BENEFITS

| | SPONSORSHIP LEVEL | | | |
|--|------------------------|-------------------------------|--------------------------------------|----------------------------------|
| | Presenting \$10,000 | Disaster Relief \$5,000 | Community Preparedness \$2,500 | Emergency Response \$1,000 |
| INLAND EMPIRE HEROES LUNCHEON-FEB 18 (CONTINUED) | | | | |
| EVENT TICKETS & SEATING | | | | |
| Complimentary event seating | 10 tickets | 10 tickets | 10 tickets | 5 tickets |
| LEADERSHIP ENGAGEMENT | | | | |
| Chairman/CEO invited to serve on the Heroes Luncheon Selection Committee | ✓ | ✓ | ✓ | ✓ |
| ONTARIO REIGN RED CROSS JERSEY NIGHT-FEB 29 | | | | |
| Team signed jersey with company name on the back | ✓ | | | |
| Honorary Puck Drop | ✓ | | | |
| LED Ribbon Message | ✓ | | | |
| Recognition in Ontario Reign event press release | ✓ | | | |
| VIP tickets for the Red Cross Suite | 4 tickets | 2 tickets | | |
| Company Name or Logo listing on Dasher Board(s) | 8 games | 4 games | | |
| Zamboni Ride | ✓ | ✓ | | |
| Benchwarmer (High-5) opportunity for one company representative | ✓ | ✓ | | |
| Recognition in up to four Ontario Reign e-newsletters | ✓ | ✓ | | |
| Recognition on Jumbotron | Logo with tagline | Company Name | Company Name | |
| Recognition in Red Cross press release | ✓ | ✓ | ✓ | |
| Upper Level Tickets | 20 tickets | 10 tickets | 6 tickets | 4 tickets |

All benefits are subject to print and media deadline restrictions.

2020 INLAND EMPIRE HEROES LUNCHEON AND RED CROSS JERSEY NIGHT



American Red Cross
Desert to the Sea Region

SPONSORSHIP FORM DUE FRIDAY, JANUARY 17, 2020

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 Inland Empire Heroes Luncheon on **February 18, 2020** at The Mission Inn Hotel & Spa.

- | | |
|--|--|
| <input type="checkbox"/> \$10,000 Presenting Sponsor | <input type="checkbox"/> \$1,000 Emergency Response Sponsor |
| <input type="checkbox"/> \$5,000 Disaster Relief Sponsor | <input type="checkbox"/> \$100 Individual Ticket |
| <input type="checkbox"/> \$2,500 Community Preparedness 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 _____

ATTENDANCE INFORMATION **Guest names are due by Friday, February 14, 2020.**

- ☐ No, we are unable to attend but would be honored to seat Red Cross Hero honorees and/or their guests at our table.
- ☐ Yes, we plan to attend the Heroes Luncheon and will provide our guest list by February 14.

Primary Contact for Securing Guest Lists and Attendee Information

Name: _____
Phone: _____
Email: _____

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