

# Central Valley Heroes Awards

---

Celebrating the Everyday Extraordinary

---

**Thursday, March 20, 2025**

6:00 p.m. to 8:00 p.m.

**The Grand 1401 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 Central Valley Heroes Awards

The American Red Cross of the Central Valley is proud to present the annual Central Valley Heroes Awards on Thursday, March 20, 2024 at The Grand 1401. This annual fundraising event honors ordinary people with extraordinary courage in the Central Valley served by your local Red Cross - Fresno, Kings, Madera, Mariposa and Tulare counties. 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 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 218 local disasters
- Enrolled 18,565 people in Red Cross health and safety training courses
- Provided more than 4,500 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
- Youth Hero
- 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 \$15,000 levels will receive an exclusive invitation to the "Meet the Heroes" Reception leading up to the event..

**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

# Thank you to Our 2024 Heroes Sponsors

---

## Media Partner

CBS 47 and KSEE 24

## Lifesaver Sponsors

Bank of the Sierra

Chukchansi Gold Resort & Casino

D'Ambrosio Trading, Inc.

The Sence Foundation

## Resiliency Sponsor

Noble Credit Union

## Advocacy Sponsors

Clawson Honda and Clawson Motorsports

Hedrick's Chevrolet

Kaiser Permanente

Total Concepts Enterprises

Tulare County Health and Human Services Agency

*Thank you for your support!*



**American Red Cross**  
Central Valley

# 2025 Red Cross Central Valley Heroes Awards

## Honoring Everyday, Extraordinary Heroes

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.

### Hometown Hero Sponsor | \$15,000

- Industry exclusive event naming opportunity ("presented by")
- Opportunity to share partnership testimonial during event program
- Premier logo placement during event program
- First choice of award to present to honoree at event
- Exclusive mention in event press release and media alert
- Exclusive recognition on regional Red Cross social media channels
- Premier logo placement on electronic and print save the date and invitations
- Recognition on Heroes Awards web page
- Invitation to exclusive "Meet the Heroes" reception
- Two premium tables of 10 (opportunity to host Hero honoree and guest at table)

### Humanitarian Sponsor | \$7,500

- Opportunity to present award as part of the program
- Mention in event press release and media alert
- Recognition on regional Red Cross social media channels
- Logo placement on electronic and print save the date and invitation
- Logo recognition during event program
- Recognition on Heroes Awards web page
- Invitation to exclusive "Meet the Heroes" reception
- Table of 10 (opportunity to host Hero honoree and guest at table)

### Lifesaver Sponsor | \$5,000

- Recognition on regional Red Cross social media channels
- Logo placement on electronic and print invitation
- Logo recognition during event program
- Recognition on Heroes Awards web page
- Invitation to exclusive "Meet the Heroes" reception
- Table of 10

### Resiliency Sponsor | \$2,500

- Logo placement on electronic and print invitation
- Recognition on Heroes Awards web page
- Table of 10

### Advocacy Sponsor | \$1,000

- Name listed in electronic and print invitations
- Table of 10

### Individual Ticket | \$100

- One seat at a table



# 2025 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 \$15,000	Humanitarian Sponsor \$7,500	Lifesaver Sponsor \$5,000	Resiliency Sponsor \$2,500	Advocacy Sponsor \$1,000
Exclusive event naming opportunity	✓				
Choice of Hero Award alignment					
▪ Naming recognition	First Choice	Primary Choice			
▪ Invitation to present award					
Logo prominently displayed on digital and print invitations	✓	✓	✓	✓	
Recognition 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	✓	✓			
Recognition on regional Red Cross social media channels	3 Mentions	2 Mentions	1 Mention		
Recognition on Heroes Awards web page	✓	✓	✓	✓	✓
Opportunity to sit with hero and their guest during event	✓	✓			
Invitation to exclusive “Meet the Heroes” reception	✓	✓	✓		
Opportunity to invite guests	Two premium tables for 10	Premium table for 10	Premium table for 10	Table for 10	Table for 10
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](https://redcross.org/cvheroes)



**American Red Cross**  
Central Valley

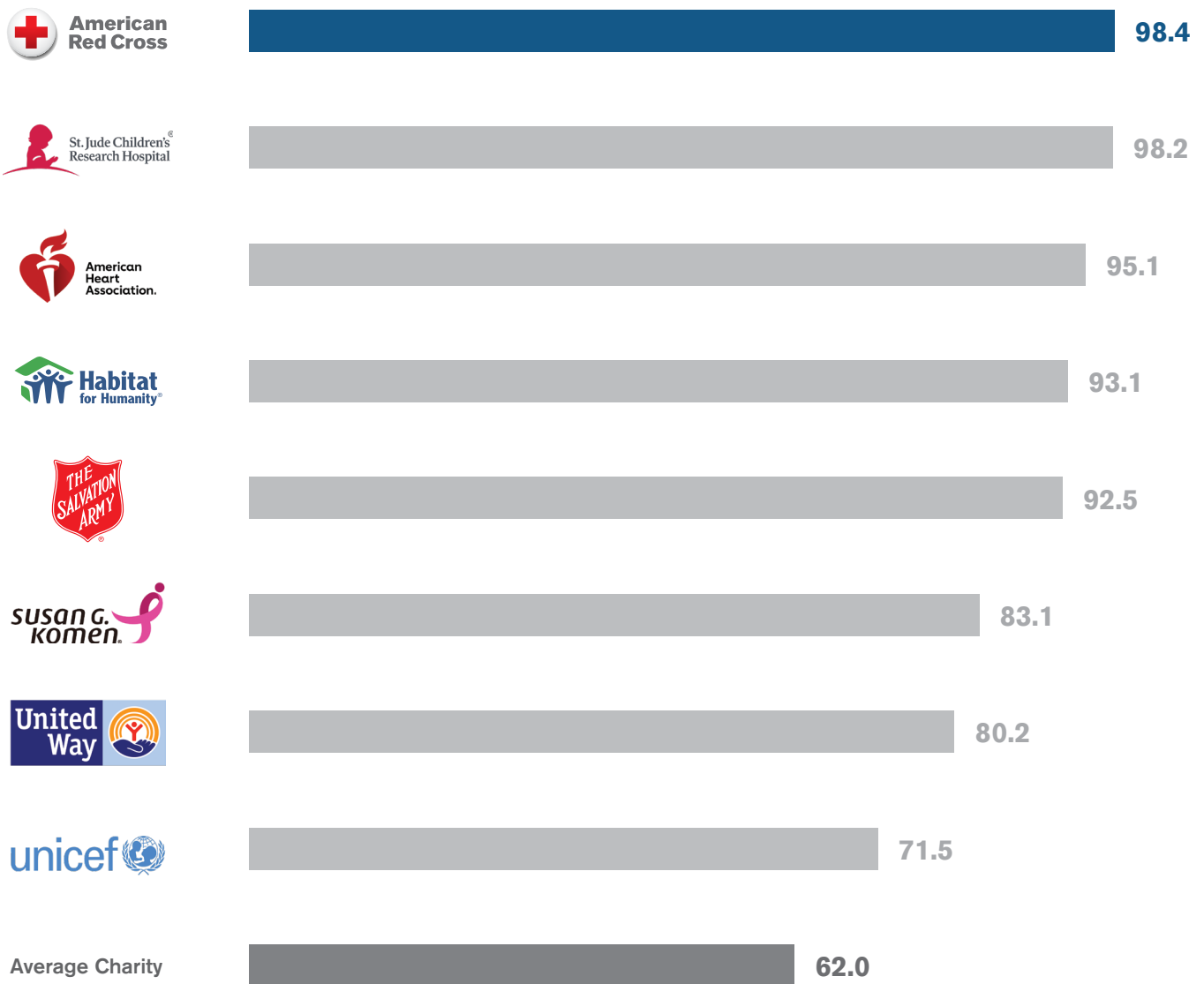
# 2025 Red Cross Central Valley Heroes Awards

## 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.

# 2025 Red Cross Central Valley Heroes Awards

## Honoring Everyday, Extraordinary Heroes

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 Central Valley Heroes Awards on March 20, 2025 at The Grand 1401 Ballroom.

### Level of Support

We will support the Red Cross at the following level:

- Hometown Hero Sponsor \$15,000       Lifesaver Sponsor \$5,000       Advocacy Sponsor \$1,000  
 Humanitarian Sponsor \$7,500       Resiliency Sponsor \$2,500       Individual Ticket \$100

### Contact Information

Name	Title	
Company		
Address		
City	State	Zip
Email	Phone	
Marketing Contact for Fulfillment of Sponsorship Benefits	Phone	

### Payment Information

- Check (made payable to American Red Cross)  
 Credit Card:  Visa     MC     AmEx     Discover

Name as it appears on card	Card Number
Expiration Date	Security Code
Authorized 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](mailto: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](mailto:robert.schumann@redcross.org)



**American Red Cross**  
Central Valley