

RIDE *for the* RED

Benefitting the American Red Cross Service to the Armed Forces

Saturday, November 9, 2024

Red Cross Headquarters
836 Calle Plano, Camarillo, CA 93012

Support Packet

ROUTES:

100 miles
6:30 a.m.

65 miles
8:00 a.m.

30 miles
9:00 a.m.



American Red Cross
Pacific Coast



RIDE *for the* RED

THE EVENT

Ride for the Red was created by passionate, local volunteers eager to share the story and history of the American Red Cross Service to the Armed Forces. The event is powered by a committed group of volunteers each year and includes:

- 200+ Participants riding in 30-, 65- and 100-mile routes
- 180 Volunteers staffing rest stops, providing snacks and meals to riders, managing all logistics and leading the way for the event each year
- Music, lunch and a gathering place for participants to enjoy after they've completed the ride

SERVICES FOR MILITARY AND VETERAN FAMILIES

All proceeds from Ride for the Red benefit the Red Cross Service to the Armed Forces Program. For over 140 years, the American Red Cross has stood beside our heroes. Since 9/11, the Red Cross has served more than 1 million military families. The Red Cross is the only military service organization that supports military families from the day they enlist through their time as a veteran and includes the following services:

Emergency Communications

All day, every day the Red Cross relays urgent messages to service members stationed anywhere in the world, even on ships at sea, at embassies and even remote locations. This can include good news like the birth of someone's child or information about the death or serious illness of an immediate family member. Red Cross workers verify the information in the message and relay an accurate and complete description of the emergency to the member of the military. While some information can be relayed via email or a phone call from home, the Red Cross information assists the person serving in the military and their commanding officers when making decisions regarding emergency leave.

Deployment Services

Since 9/11, service members have faced multiple deployments to conflict zones around the world. Transitioning back home can be hard, and many service members and veterans have experienced challenges readjusting into life with their families, their jobs and their communities. This Red Cross program aims to help ease that transition with workshops designed to re-engage service members and veterans in civilian life.

Veterans Programs

The Red Cross offers confidential services to all veterans and their families by connecting them with local, state and national resources through our network of chapters in communities across the United States and offices on military installations worldwide. Red Cross volunteers serve in Veterans Administration (VA) and military hospitals across the nation and around the world by providing vital assistance in the areas of rehabilitation, recreation, administration, and personal services to veterans.

Financial Assistance and Information Referrals

The Red Cross offers confidential services to all members of the military, veterans, and their families by connecting them with local, state and national resources through our network of chapters in communities across the United States and offices on military installations worldwide. Assistance can include funds for emergency travel, burial of a loved one, emergency food and shelter, etc.



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GENERAL SPONSOR—\$15,000

- Event naming (“presented by”)
- Complimentary Ride for the Red registrations (6)
- Logo or name on event materials
- Logo and link on regional website and event landing page
- Logo or name on ride t-shirts
- Opportunity to share partnership testimonial during lunch event program
- Quote from Regional Executive for localizable press release
- Exclusive mention in event press release and media alert
- Exclusive social media highlights, pre- and post-event
- Recognition in regional Volunteer Newsletter
- Volunteer opportunities for company employees
- Logo or name on thank you banner
- Recognition certificate

COLONEL SPONSOR—\$10,000

- Complimentary Ride for the Red registrations (4)
- Logo or name on event materials
- Logo and link on regional website and event landing page
- Logo or name on ride t-shirts
- Opportunity to share partnership testimonial during lunch event program
- Mention in event press release and media alert

- Inclusion in social media highlights, pre- and post-event
- Recognition in regional Volunteer Newsletter
- Volunteer opportunities for company employees
- Logo or name on thank you banner
- Recognition certificate

MAJOR SPONSOR—\$5,000

- Complimentary Ride for the Red registrations (2)
- Logo or name on event materials
- Logo and link on regional website and event landing page
- Logo or name on ride t-shirts
- Inclusion in social media highlights, pre- and post-event
- Recognition in regional Volunteer Newsletter
- Volunteer opportunities for company employees
- Logo or name on thank you banner
- Recognition certificate

CAPTAIN SPONSOR—\$2,500

- Complimentary Ride for the Red registration (1)
- Logo or name on event materials
- Logo on regional website and event landing page
- Logo or name on ride t-shirts
- Inclusion in social media highlights, pre- and post-event
- Recognition in regional Volunteer Newsletter
- Volunteer opportunities for company employees
- Logo or name on thank you banner

IN-KIND PARTNERS

In-Kind donors (donating goods or services) valued at \$2,500 or higher will be listed with sponsorship levels according to amounts donated. In-kind partners under \$2,500 will be listed in name only as “In-Kind Partners” And will include logo or name on signage and event materials.

For more information, contact:

Anne Kratz
Regional Philanthropy Officer
American Red Cross
Anne.kratz@redcross.org
805-679-6671

Robert Schumann
Sr. Regional Philanthropy Officer
American Red Cross
Robert.schumann@redcross.org
559-396-9798

redcross.org/rideforthered to make an online donation.



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SPONSORSHIP OPPORTUNITIES AND BENEFITS

Ride for the Red was created by passionate, local volunteers eager to share the story and history of the American Red Cross Service to the Armed Force program. Join the Red Cross for an amazing cycling event that takes riders through beautiful Ventura County with a ½ Metric Century (30 mile), Metric Century (61 miles) and Century (99 mile) cycling ride with periodic rest stops and lunch at the finish.

Partnership Benefits	\$15,000 General Presenting sponsor	\$10,000+ Colonel	\$5,000+ Major	\$2,500+ Captain
Complimentary Ride for the Red Registration	6	4	2	1
Recognition and listing as Presenting Sponsor	✓			
Quote from Regional Executive for localizable press release	✓			
Speak during lunch time presentation (2 mins)	✓	✓		
Name in local press release	✓			
Red Cross representative to attend check presentation	✓	✓		
Logo or name on event materials	✓	✓	✓	
Recognition in regional Volunteer Newsletter	✓	✓	✓	✓
Logo or name on ride jerseys (club cut and race cut)	✓	✓	✓	✓
Onsite recognition during post-ride party	✓	✓	✓	✓
Volunteer opportunities for your employees	✓	✓	✓	✓
Recognition in regional social media channels	✓	✓	✓	✓
Logo or name on thank you banner	Logo	Logo	Logo	Logo
Recognition on regional Ride for the Red webpage	Logo	Logo	Logo	Logo
Recognition certificate	✓	✓	✓	✓

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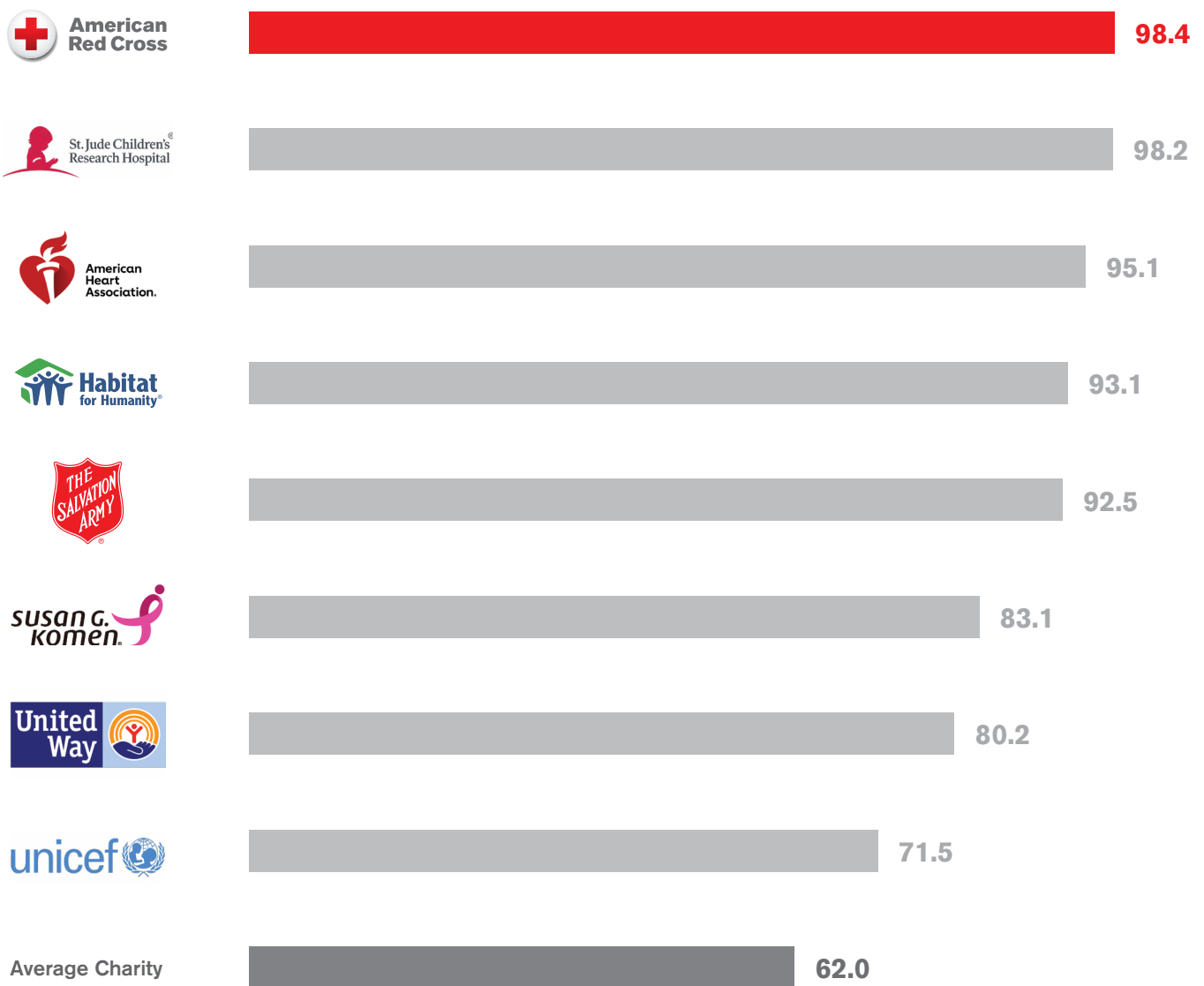
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American Red Cross offers partners more brand lift than any other leading charity.

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 partners.



Source: BrandAsset® Valuator—the “largest and leading empirical study of brands.” Five year average on a 100 point scale, 2012-2017.



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DONOR INFORMATION

Sponsor Name _____

Please list as you would like your company name to appear at the event

Contact Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

LEVEL OF SUPPORT

We will support the Red Cross at the following level:

- General Presenting Sponsor \$15,000 Major Sponsor \$5,000
 Colonel Sponsor \$10,000 Captain Sponsor \$2,500

PAYMENT INFORMATION

Paid online at redcross.org/rideforthered

Check enclosed in the amount of \$ _____ (Payable to The American Red Cross)

Please include "Ride for the Red" in the memo line

Visa MasterCard Amex

Card # _____ Exp. Date _____ Signature _____

Mail or email this form to:

American Red Cross
Attn: Ride for the Red
836 Calle Plano
Camarillo, CA 93012

Sponsor Artwork:

Please forward your logo in JPG or EPS format to taylor.poisall2@redcross.org

Proceeds will support the programs and services of our local Red Cross.

For more information, contact:

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Thank you for your support!



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