



LifeStream  
Blood Bank

**2019 GIFT OF LIFE TRIBUTE  
10-GALLON DONOR CELEBRATION**

# **SPONSORSHIP OPPORTUNITIES**

---

**SUNDAY, APRIL 7, 2019**

**RIVERSIDE CONVENTION CENTER**

---



LifeStream  
Blood Bank



## LifeStream Gift of Life Tribute

It's almost time! LifeStream blood bank's 2019 Gift of Life Tribute, 10-Gallon Donor Celebration is set for Sunday, April 7 at the Riverside Convention Center.

Whether you are a long-time supporter of LifeStream or a new partner, we invite you to join us to celebrate "the best of the best" – our region's most prolific volunteer blood donors.

The theme for the upcoming event is, "Your greatness is not what you have but in what you give," a quote attributed to author Alice Hocker. And it is greatness that sums up the sustained, ongoing dedication of volunteer blood donors who time and time again come to the rescue of those they'll never know or meet.

We look forward to having you with us. Included for your review are Gift of Life Tribute, 10-Gallon Donor Celebration sponsorship opportunities. Your participation can help ensure that these anonymous heroes are properly feted, and place you firmly beside them in their continuing quest to assist and comfort those in need.

Thank you for your consideration. On behalf of local patients who are counting on us, we look forward to hearing from you.

Yours truly,

A handwritten signature in black ink that reads "Frederick B. Axelrod MD". The signature is written in a cursive, professional style.

Dr. Frederick B. Axelrod  
President/CEO/Medical Director



To fulfill patient need, LifeStream must collect 500 blood donations daily. Thanks to these blood donations from LifeStream donors, lives are saved.

## ABOUT LIFESTREAM

LifeStream Blood Bank is a non-profit 501(c)(3) blood center that provides blood products and services to more than 80 Southern California hospitals in six counties. LifeStream conducts about 1,700 mobile blood drives annually throughout our service area at schools, churches, businesses, government offices, hospitals and service clubs.

### OUR MISSION

*We help save lives by connecting donors and patients through the gift of blood.*

## ABOUT GIFT OF LIFE TRIBUTE

LifeStream Blood Bank's annual Gift of Life Tribute event honors those who have donated 10 gallons of blood or more. Sponsorships provide an opportunity to promote your support for LifeStream's mission in the Southern California community.

**MORE THAN**  
**1,000**  
**ATTENDEES**

**100+**  
**50-GALLON**  
**OR MORE**  
**DONORS**

**20**  
**100-GALLON**  
**OR MORE**  
**DONORS**



At 2 years old, Mariah Salomon suffered severe blood loss from a dog bite. Thanks to generous LifeStream donors, Mariah recovered, and today is a thriving 5 year old.



At just 3 months of age, Alex Miller (far right) required heart surgery. Over the next several weeks, Alex required three more surgeries. Without the blood from LifeStream being available, Alex could not have survived infancy. Today, he is active and living life!



In 2011, Charon Simmons suffered a life-threatening sickle-cell crisis. LifeStream blood donors were there for him and his family. Those donors saved his life!



At 10 years old, Adrian Grajeda was struck by debris when a car crashed through the school fence as he played at recess. The injuries to Adrian's right leg were so grave that amputation was necessary. Thanks to LifeStream blood donors, Adrian recovered from his surgeries and lives a healthy life with a positive attitude.





At 8-years-old Keely Proctor lost her balance while on a ski lift and fell approximately 30 feet. During her treatment and surgeries, Keely received 30 units of blood. As soon as she turned 15 years old, Keely donated blood for the first time to give the gift of life to others.



Julie Paez was one of the three dozen victims of the terrorist attack in San Bernardino on December 2, 2015. Thanks to first responders, skilled medical professionals, and LifeStream blood donors, Julie was stabilized and survived.



At just 5 months, Paisley Arnold (right) received a heart transplant. In all, Paisley required 41 units of blood — blood that was provided by the generosity of LifeStream donors.



Capt. Pete Lawson suffered serious burns while battling a fire. A LifeStream blood drive was organized in his honor and Pete serves as a LifeStream drive chairperson and volunteer.



# SPONSORSHIP OPPORTUNITIES

Gift of Life Tribute

## DIAMOND SPONSOR

\$20,000

- Full-page inside front-cover color ad and company/organization name listed in event program
- Five-minute time allotment for on-stage remarks by sponsor's representative
- Sponsor thanked via live emcee announcements
- Your company/organization's marketing video (up to one minute) played in video rotation when doors open until start of Awards program
- On-screen recognition in rotating sponsor logo presentation from stage during event
- Two exclusive social media posts per week until day of event on LifeStream platforms including Facebook, Instagram, and Twitter with company/organization tagged in post
- Name and logo included on one nonexclusive social media post per week until day of event on LifeStream platforms including Facebook, Instagram, and Twitter with company/organization tagged in post
- Logo on LifeStream event web page with link to your company/organization website
- Logo included in post-event "Thank you" ads in leading regional magazine and newspaper/online outlets, LifeStream social media posts and event email blasts
- Full table (10 tickets and logo displayed at table)

# SPONSORSHIP OPPORTUNITIES

Gift of Life Tribute

## PLATINUM SPONSOR

\$15,000

- Full-page inside back-cover color ad and company/organization name listed in event program
- Your company/organization's marketing video (up to 30 seconds) played in video rotation when doors open until start of Awards program
- On-screen recognition in rotating sponsor logo presentation from stage during event
- Two exclusive social media posts per week until day of event on LifeStream platforms including Facebook, Instagram, and Twitter with company/organization tagged in post
- Name and logo included on one nonexclusive social media post per week until day of event on LifeStream platforms including Facebook, Instagram, and Twitter with company/organization tagged in post
- Logo on LifeStream event web page with link to your company website
- Logo included in post-event "Thank you" ads in leading regional magazine and newspaper/online outlets, LifeStream social media posts and event email blasts
- Full table (10 tickets and logo displayed at table)

# SPONSORSHIP OPPORTUNITIES

Gift of Life Tribute

## GOLD SPONSOR

\$10,000

- Half-page color ad and company/organization name listed in event program
- Your company/organization's marketing video (up to 30 seconds) played in video rotation when doors open until start of Awards program
- On-screen recognition in rotating sponsor logo presentation from stage during event
- One exclusive social media post per week until day of event on LifeStream platforms including Facebook, Instagram, and Twitter with company/organization tagged in post
- Name and logo included on one nonexclusive social media post per week until day of event on LifeStream platforms including Facebook, Instagram, and Twitter with company/organization tagged in post
- Logo on LifeStream event web page
- Logo included in post-event "Thank you" ads in leading regional magazine and newspaper/online outlets, LifeStream social media posts and event email blasts
- Full table (10 tickets and logo displayed at table)

Gift of Life Tribute

## SILVER SPONSOR

\$7,500

- Half-page color ad and company/organization name listed in event program
- On-screen recognition in rotating sponsor logo presentation from the stage during event
- One exclusive social media post per week until day of event on LifeStream platforms including Facebook, Instagram, and Twitter
- Name and logo included on one nonexclusive social media post per week until day of event on LifeStream platforms including Facebook, Instagram, and Twitter
- Logo on LifeStream event web page
- Logo included in post-event "Thank you" ads in leading regional magazine and newspaper/online outlets, LifeStream social media posts and event email blasts
- Full table (10 tickets and logo displayed at table)

# SPONSORSHIP OPPORTUNITIES

Gift of Life Tribute

## BRONZE SPONSOR

\$5,000

- Half-page color ad and company/organization name listed in event program
- On-screen recognition in rotating sponsor logo presentation from stage during event
- Name included on one nonexclusive social media post per week until day of event on LifeStream platforms including Facebook, Instagram, and Twitter
- Logo on LifeStream event web page
- Logo included in post-event "Thank you" ads in leading regional magazine and newspaper/online outlets, LifeStream social media posts and event email blasts
- Full table (10 tickets and logo displayed at table)

Gift of Life Tribute

## COMMUNITY PARTNER

\$2,500

- Half-page black-and-white ad and company/organization name listed in event program
- Name included on one nonexclusive social media post per week until day of event on LifeStream platforms including Facebook, Instagram, and Twitter
- Name listed on LifeStream event web page
- Name included in post-event "Thank you" social media posts and event email blasts
- Five tickets

Gift of Life Tribute

## FRIEND (TABLE SPONSOR)

\$1,000

- Ten tickets

Gift of Life Tribute

## CONTRIBUTOR

\$500

- Three tickets

# SILENT AUCTION

Consider contributing an item to the **2019 Gift of Life Tribute Silent Auction**. It's another great way for your organization to promote support for LifeStream's mission.

**Deadline to donate items is Friday, March 22, 2019 at 5 PM.**

**If you are interested in donating items for the silent auction, please contact Angela Ross, Director, Marketing and Public Relations at [aross@LStream.org](mailto:aross@LStream.org).**

## AD SPECS

- FULL PAGE: 8" X 8" trim size, 8.25" x 8.25" with bleed
- HALF PAGE: 7" X 3.25"
- Ads should be set in hi-resolution PDF, EPS, or TIFF formats only with fonts. Logos should be sent in high-resolution PNG or EPS formats only.
- **Please send electronic ad files to Angela Ross, Director, Marketing and Public Relations at [aross@LStream.org](mailto:aross@LStream.org).**

**AD ARTWORK IS DUE  
MARCH 1, 2019 AT 5 PM**

"Your greatness is not what you have,  
but in what you give."

– ALICE HOCKER

# THANK YOU

A blood donor's gift is selfless, kind, and uniquely theirs. That is why blood donors can have a profound impact on the community. Help show your support as an official event sponsor.

For more information, please contact  
Angela Ross,  
Director, Marketing and Public Relations  
at 909-386-6870 or [aross@LStream.org](mailto:aross@LStream.org)



## OUR MISSION

*We help save lives by  
connecting donors and patients  
through the gift of blood.*



# LifeStream Blood Bank

**800-879-4484**

**LSTREAM.ORG**

---

For more information, please contact  
Angela Ross,  
Director, Marketing and Public Relations  
909-386-6870  
[aross@LStream.org](mailto:aross@LStream.org)