



CELEBRATING
20 YEARS
SAN DIEGO
FIRE-RESCUE
FOUNDATION

STAND WITH OUR HEROES

SPONSORSHIP OPPORTUNITIES

20th Anniversary Celebration

The Birch Aquarium

2300 Expedition Way, La Jolla, CA 92037

September 18, 2025

EVENT OVERVIEW



For 20 years, the **San Diego Fire-Rescue Foundation** has stood by our city's firefighters and lifeguards, ensuring they have the tools, training, and technology necessary to protect our community. As we approach our 20th Anniversary, we reflect on the impact we've made—and the work that still lies ahead.

With the recent wildfires and ongoing budget constraints, the need for additional resources for our first responders has never been greater. The Foundation plays a critical role in filling these gaps, ensuring that our firefighters and lifeguards are always ready when disaster strikes.

Through **public-private partnerships**, we provide essential funding for equipment, training, technology, and programs that enhance the safety and effectiveness of our first responders.

Thanks to our supporters, the Foundation has recently provided:

Funding for injury prevention, rehabilitation, and wellness programs at the new SDFD Health & Safety Wellness Center.

Enhanced equipment and technology for firefighters and lifeguards, such as boats and dry suits for the Swiftwater Rescue Team.

Support for community outreach initiatives like eco-friendly fuel treatments, home risk assessments, and safety education resources for families.

Program underwriting for Girls Empowerment Camp, Women's Fire Prep Academy, and SDFD Peer and Spousal-Peer Support Programs.

As we celebrate this **20-year milestone**, we invite you to join us in honoring the courage, dedication, and humanity of San Diego's firefighters and lifeguards. Your support is critical in helping us bridge funding gaps to ensure our first responders have what they need to serve and protect our community.

EVENT DETAILS

Date: September 18, 2025

Time: 6:00 PM to 8:30 PM

Location: Birch Aquarium, La Jolla, CA

WHY SPONSOR THE **SAN DIEGO FIRE-RESCUE FOUNDATION'S 20TH ANNIVERSARY CELEBRATION?**



1 Align Your Brand with a **Meaningful Cause**

Sponsoring the San Diego Fire-Rescue Foundation's 20th Anniversary Celebration allows your company to directly support those who protect and serve our community every day—our firefighters, lifeguards, and first responders. These selfless individuals risk their lives to ensure the safety of San Diego residents, and by partnering with us, you demonstrate your commitment to their wellbeing and the safety of the entire community.

As a sponsor, your company will be publicly associated with a highly respected organization that is dedicated to providing first responders with the resources, training, and equipment they need to be effective in their roles. This connection not only strengthens your brand's image but also establishes your company as a community-minded leader who values and invests in the future of public safety.

WHY SPONSOR THE **SAN DIEGO FIRE-RESCUE FOUNDATION'S 20TH ANNIVERSARY CELEBRATION?**

2 Maximize **Brand Visibility**

This anniversary celebration offers a high-profile opportunity to showcase your company to a diverse audience of influential community leaders, corporate executives, first responders, and philanthropists. The event will be attended by key stakeholders who can become valuable partners or customers.

As a sponsor, your brand will receive prominent visibility across various channels:

Event signage at one of San Diego's premier venues, Birch Aquarium, offering direct exposure to event attendees.

Logo placement on high-traffic event materials, including Save-the-Date cards, invitations, digital platforms, and the event program.

Recognition in press releases and social media posts, ensuring that your company's name is associated with a successful, well-covered event.

Exclusive on-site exposure, including being featured during the program, spotlights, and special thank-yous to your brand from the stage.

This is a unique chance to reach San Diego's most influential decision-makers in both the public and private sectors, while also being part of a community-driven celebration that makes a real difference.



WHY SPONSOR THE **SAN DIEGO FIRE-RESCUE FOUNDATION'S 20TH ANNIVERSARY CELEBRATION?**



3 Enhance Your **Corporate Social Responsibility (CSR)**

Partnering with the San Diego Fire-Rescue Foundation offers you an opportunity to demonstrate your commitment to corporate social responsibility (CSR). When you sponsor this event, you're helping the Foundation raise the much-needed funds to:

Provide advanced equipment to first responders.

Support wellness programs for the physical and mental health of firefighters and lifeguards.

Fund educational initiatives to promote fire prevention and emergency preparedness.

Your sponsorship directly contributes to life-saving programs that impact the community in real and tangible ways. By supporting the Foundation's work, you show your customers, employees, and the general public that your company believes in giving back and making a positive impact.

WHY SPONSOR THE **SAN DIEGO FIRE-RESCUE FOUNDATION'S 20TH ANNIVERSARY CELEBRATION?**



4 Strengthen **Customer Loyalty** and **Build Relationships**

When your company becomes a sponsor of an event that has such a strong emotional connection to the community, it deepens your relationship with existing customers and helps attract new clients who share your values. Consumers are increasingly looking to support brands that align with causes they care about, and sponsoring the 20th Anniversary Celebration shows that your company supports first responders and community resilience.

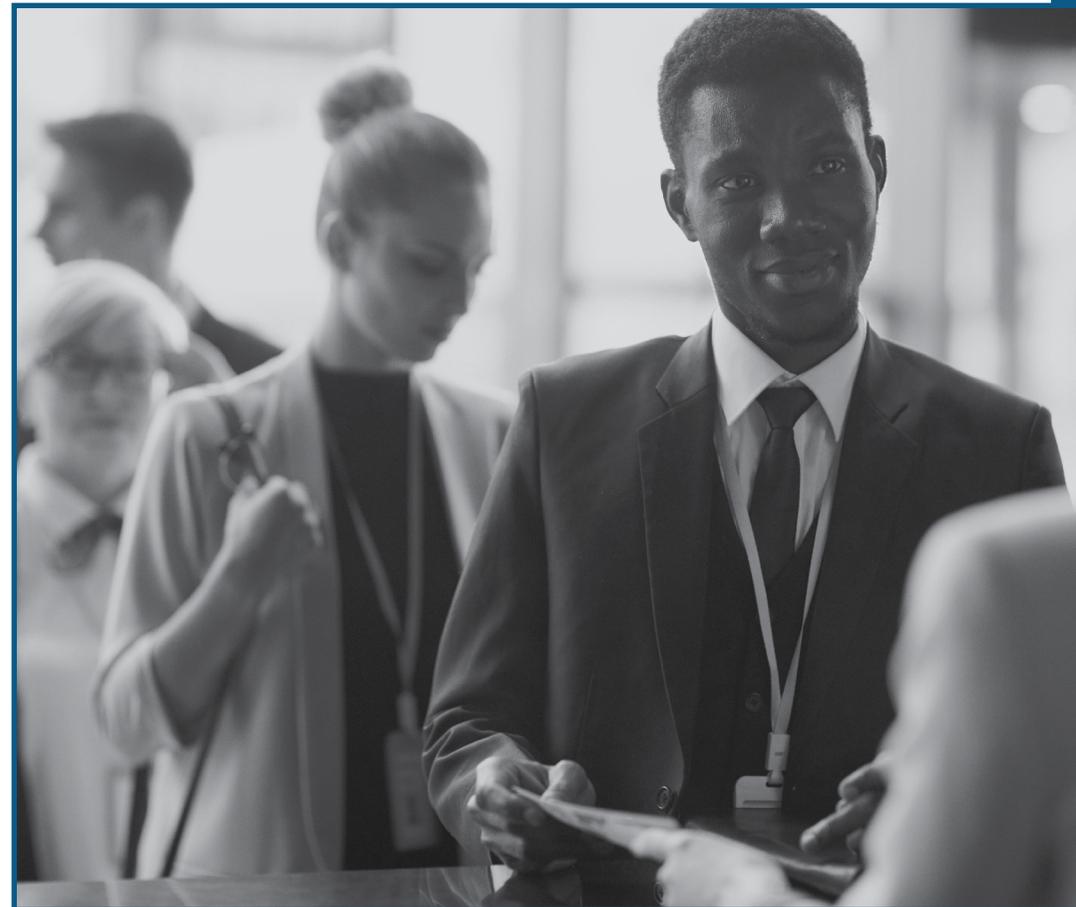
Your sponsorship also presents a unique opportunity for employee engagement. Inviting employees to attend the event, as part of a VIP experience, boosts morale and encourages a sense of pride in working for a company that is committed to giving back to the community.

WHY SPONSOR THE **SAN DIEGO FIRE-RESCUE FOUNDATION'S 20TH ANNIVERSARY CELEBRATION?**

5 Access to **VIP Networking Opportunities**

The gala will attract key figures from across the public sector, including fire chiefs, city officials, business executives, and other corporate sponsors. As a sponsor, you'll gain exclusive access to high-profile networking opportunities with individuals and organizations that could open doors for future partnerships, business opportunities, and collaborations.

You'll be positioned as a leading community partner, one that has a seat at the table with San Diego's most influential leaders, and you'll have the chance to build relationships that could be invaluable in the future.



WHY SPONSOR THE **SAN DIEGO FIRE-RESCUE FOUNDATION'S 20TH ANNIVERSARY CELEBRATION?**



6 Support Programs That Make a Lasting Impact

Sponsorship funds from the 20th Anniversary Celebration directly support the Foundation's ongoing programs:

SDFD Health & Safety Wellness Center: Supporting firefighter and lifeguard physical and mental health with rehabilitation and wellness services.

Swiftwater Rescue Team: Providing specialized rescue equipment that ensures first responders can safely perform rescues during dangerous water emergencies.

Community Risk Reduction Programs: Offering fire prevention education, brush management, and emergency preparedness resources to high-risk communities.

Empowerment Programs: Supporting programs like the Girls Empowerment Camp, Women's Fire Prep Academy, and SDFD Peer and Spousal-Peer Support Programs, which build resilience and leadership among future first responders.

By sponsoring this event, your company will contribute to these critical initiatives that strengthen the resilience of our community and improve the lives of those who serve us all.

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7 A Celebration of **Community, Courage, and Dedication**

The 20th Anniversary Celebration is more than just an event—it's a **powerful reminder of the courage, dedication, and humanity of the first responders who put their lives on the line every day.** By sponsoring this event, your company becomes a part of something meaningful and lasting, helping to honor the selflessness of San Diego's finest while ensuring they have the tools, resources, and support they need to continue their life-saving work.

SUMMARY

Sponsoring the San Diego Fire-Rescue Foundation's 20th Anniversary Celebration is an opportunity to align your brand with a trusted, community-focused cause, gain exclusive visibility in front of key community leaders, and demonstrate your company's commitment to public safety and community engagement. Your support will directly contribute to funding the vital programs that keep our first responders healthy, safe, and ready to protect San Diego when disaster strikes.

This partnership ensures that your company will be recognized as a leader in corporate responsibility and will have the unique opportunity to foster strong relationships with community partners, customers, and potential clients.

We invite you to join us in celebrating 20 years of courage, service, and impact—and help ensure that our first responders have everything they need to continue serving with strength and honor.

Together, we can make a lasting difference.



SPONSORSHIP LEVELS & BENEFITS



PRESENTING SPONSOR
Sold
\$20,000 (Exclusive)

PLATINUM SPONSOR
\$10,000

- **Recognition as Presenting Sponsor:** Your company's name included in the event title as "20th Anniversary Celebration presented by [company name]" across all materials.
- **Speaking Opportunity:** One representative from your company can speak on stage or pre-record a two-minute video to be shown during the program.
- **VIP Tables:** Two VIP tables (16 guests) with prominent seating and signage.
- **Recognition:** Acknowledgment from the stage and in event materials.
- **Exclusive Branding:** Prominent logo placement on all event materials (Save-the-Date, evites, print invitations, event program, onscreen recognition).
- **Press & Media:** Dedicated feature in event press release and social media.
- **Full-Page Ad:** Full-page, color tribute ad inside the front cover of the event program.
- **Post-Event Recognition:** Acknowledgment in post-event press releases and social media.
- **Exclusive Access:** Private fire station tour and meet-and-greet with the SDFD Fire Chief.
- **VIP Table:** One VIP table (8 guests) with premium seating and table signage.
- **Recognition:** Acknowledgment from the stage and recognition in event materials.
- **Prominent Logo Placement:** Featured on Save-the-Date, evites, print invitations, event program, and onscreen recognition.
- **Social Media:** Recognition on SDFRF's social media channels leading up to the event.
- **Ad in Event Program:** Full-page, color tribute ad in the event program.
- **Sponsor Spotlight:** Dedicated social media post and feature in the Foundation's e-newsletter.

SPONSORSHIP LEVELS & BENEFITS

GOLD SPONSOR

\$5,000

- **VIP Table:** One VIP table (8 guests) with preferred seating and table signage or use seats to host honorees.
- **Recognition:** Acknowledgment from the stage during the event.
- **Logo Placement:** Recognition in Save-the-Date, evites, invitations, event program, onscreen logo.
- **Ad in Event Program:** Half-page, color tribute ad in the event program.
- **Social Media & Press:** Recognition on SDFRF social media and in post-event press releases.

SILVER SPONSOR

\$2,500

- **VIP Table:** One VIP table (8 guests) with preferred seating and table signage.
- **Recognition:** Logo recognition in Save-the-Date, evites, printed invitations, event program, onscreen recognition.
- **Ad in Event Program:** Quarter-page, color tribute ad in the event program.
- **Social Media:** Recognition on SDFRF's social media platforms.

BRONZE SPONSOR

\$1,500

- **Table Placement:** Prominent table placement for 4 guests with table signage.
- **Recognition:** Logo placement in the event program, onscreen logo, and event page on the Foundation's website.
- **Social Media:** Acknowledgment in SDFRF's social media posts.

COMMUNITY PARTNER

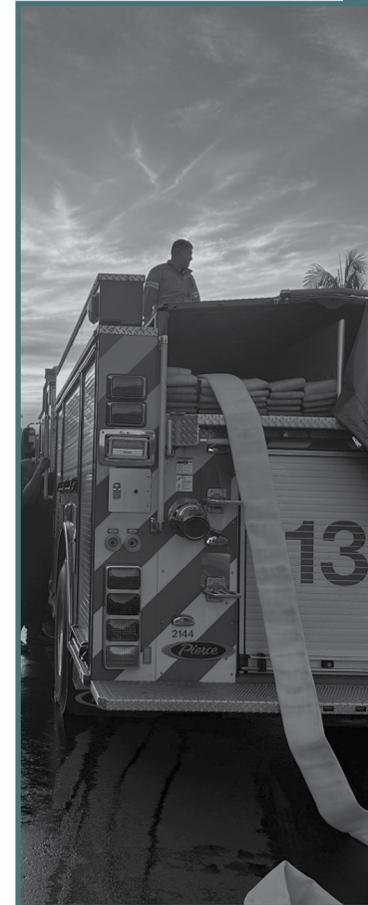
\$250

- **Sponsor a First Responder:** Sponsor one SDFD firefighter or honoree to attend the event.
- **Recognition:** Listing in the event program.

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Full-Page Tribute Ad: \$500

Half-Page Tribute Ad: \$250



DEADLINES

Invitations:

July 1, 2025

Event Program, Signage, and Newsletter:

July 30, 2025

TAX INFORMATION

To comply with current tax law, the San Diego Fire-Rescue Foundation cannot provide advertising in exchange for your donation. It is, however, permitted to provide **donor recognition** for sponsorship and underwriting. Therefore, your printed tribute in the event program should not be written to promote the purchase of any product or service.

Please note: The cost of your sponsorship less \$65 per ticket used may be considered a **tax-deductible donation** to the San Diego Fire-Rescue Foundation. We are an **IRS-recognized 501(c)(3) public foundation**. Our tax identification number is **29-3461105**.



NEXT STEPS

The background of the slide features a faded, high-angle photograph of a fire truck's crane lifting a person over the ocean. The crane is extended from the left side of the frame, and the person is suspended in a basket, being lowered into the water. The scene is set against a bright, hazy sky and a calm sea.

To confirm your sponsorship or to learn more about opportunities, please contact:

Wendy Moore

📞 **619-410-4742**

✉ **wendy@sdfirerescue.org**

🌐 **www.sdfirerescue.org**

Thank you for considering a partnership with the San Diego Fire-Rescue Foundation. Together, we can make a lasting impact and continue to support the brave individuals who protect and serve our community.

