SAVE THE DATE

Wrapped in Red 100

A GALA CELEBRATING 100 YEARS OF THE AMERICAN RED CROSS HOUSTON AREA CHAPTER

Friday February 5, 2016

HONORARY CHAIRS
BARBARA & GEORGE BUSH + SUSAN & JIM BAKER + MARGARET ALKEK WILLIAMS

CHAIRS
DOROTHY & MICKEY ABLES + SUSAN & SANFORD CRINER + TRINI MENDENHALL

HONORING
MERRILL & JOE HAFNER + BETTY & GENE McDAVID
100 YEARS IN THE COMMUNITY

The American Red Cross Greater Houston Area Chapter, established in 1916, is one of four regional chapters in Texas and provides services to over 6 million people. This area includes Houston, a long coastline in Galveston and Brazoria Counties, suburban areas, small towns and very rural areas. To provide services that reflect the needs of such diverse communities, the Chapter has its main headquarters off the Southwest Freeway and seven locations spread throughout the 14 county area. The American Red Cross Greater Houston Area Chapter provides four main services: Disaster Relief and Preparedness, Assistance for Military Personnel and Their Families, Health and Safety Courses, and Transportation. In fact, the Red Cross has a Congressional mandate to provide disaster and military assistance, though it is an unfunded mandate. The Red Cross relies on financial donations.

OUR SERVICES

Over 8,700,000 people were served by the American Red Cross, Texas Gulf Coast Region in fiscal year 2014.

Disaster Response: We provide assistance in meeting disaster related emergency needs and help those affected begin their road to recovery.

Preparedness: Information and training critical in saving lives lost to causes like fires, floods and hurricanes is provided to build resilient communities. Our Preparedness Mobile Apps, free to the public with real-time alerts before, during or after an emergency.

Health and Safety Services: We train our communities to be prepared to respond in times of emergency through CPR/First Aid/AED, Hands Only Citizen CPR, Babysitter’s Training and Water Safety classes.

Service to Armed Forces: We support members of the military and their families pre-deployment, during deployment and when they return home through emergency communications, financial assistance re-integration and veterans services.

International Services: As part of a global network of 189 Red Cross and Red Crescent Societies and more than 13 million volunteers, we respond to disasters, build safer communities and educate future humanitarians around the world every day.
Dear Friends

We are thrilled to be chairing Wrapped in Red, the 2016 Centennial Gala for the American Red Cross Houston Chapter. As such, we’re building a “Dream Team” host committee in commemoration of its century of service to residents of Greater Houston, the Gulf Coast, the Nation, and around the world. Knowing volunteers from our community assist as First Responders nationally and internationally magnifies our resolve to salute them. Texas Gulf Coast volunteers touched the lives of over 8 million people regionally in 2014 so it is a privilege to laud their selfless contributions and ensure they’ll be able to deliver all the services needed for the next 100 years.

We are honored that President and Mrs. George H. W. Bush, Secretary & Mrs. James A. Baker, III and Mrs. Margaret Alkek Williams have agreed to serve as Honorary Chairpersons for Wrapped in Red, a gala dinner and dance to be held at the Royal Sonesta Hotel on Friday, February 5, 2016. We invite you to add your names to our Centennial Gala “Dream Team” and play a pivotal role in this milestone in Red Cross history by showing your support for the men and women who place themselves in harm’s way for the greater good of all. By becoming a visionary for its future and joining our committee, we hope you will also be able to purchase, sell or put together a table and encourage your friends to join us as well.

The gala itself will be a wonderful and fun event in two adjacent ballrooms with a four-course dinner in the larger one and a M*A*S*H themed lounge in the other for party-hearty dancing afterwards! Attire will be Black Tie or Red Tie. In this Save-the-Date, we are including information on the Red Cross Houston Chapter’s ongoing missions, outside of disasters, as well as sponsorship and reply materials anticipating an early sell-out due to the ballrooms capacity. Sponsor commitments received by November 18, 2015 will be included in the printed invitation and attendant materials as stated in the enclosed information.

The American Red Cross receives no federal funding so we feel it is up to us, the residents of a grateful community, to show them they are not taken for granted, but truly respected for their selfless humanitarian legacy. Most important, the funds raised by this event will remain here to serve the needs of the Houston area chapter.

PLEASE JOIN US IN HONORING
100 YEARS OF THE AMERICAN RED CROSS IN OUR GREAT COMMUNITY!

With warm thanks,

Dorothy & Mickey Ables
Susie & Sanford Criner
Trini Mendenhall

Centennial Chairs - Wrapped in Red
SPONSORSHIP AND UNDERWRITING OPPORTUNITIES

CENTENNIAL VISIONARY SPONSOR - $100,000

RECOGNITION – PRIOR TO AND DAY OF EVENT
+ Co-branding with American Red Cross as a Centennial Celebration event partner
+ Company or name featured in Centennial Gala marketing materials
+ Company name highlighted in Centennial Gala press releases
+ Company or Name on all Centennial Gala electronic communications and social media
+ Company or name on Centennial Gala invitation, program and video
+ Company signature signage at Centennial Gala Priority reserve tables (2)
+ Inclusion in the American Red Cross Centennial Gala video played at the event and subsequently placed on American Red Cross website and social media
+ Full page recognition in event program
+ Hyperlink Logo on Centennial Celebration related website page; redcross.org/tx/Houston
+ Prominent company recognition in American Red Cross Annual Report
+ Invitations to VIP Century Celebrations – minimum (4) per event
+ Recognition gift reflecting level of event participation

EVENING ENGAGEMENT OPPORTUNITIES
+ Two (2) Priority reserve tables at Centennial Gala (20 Guests)
+ Partner exclusive invitation to VIP reception prior to Centennial Gala (20 Guests)
+ Premium wine and private wait service at Centennial Gala
+ Priority reserve seating in the M*A*S*H Lounge (20 Guests)
+ ADDED VALUE: Complimentary Suite at Royal Sonesta on the night of the Gala

CENTENNIAL MILESTONE SPONSOR - $50,000

RECOGNITION – PRIOR TO AND DAY OF EVENT
+ Company or name featured in Centennial Celebration marketing
+ Company or name listing on select Centennial Celebration electronic communications, social media and Gala marketing materials
+ Company or name on Centennial Gala invitation, program and video
+ Name displayed at the Centennial Gala and Century Celebration events
+ Company signature signage at Premier reserve tables (2)
+ Half page recognition in event program
+ Company listing on Centennial Celebration related website page; redcross.org/tx/Houston
+ Subsequent company recognition in American Red Cross Annual Report
+ Invitations to VIP Century Celebrations – minimum (4) per event
+ Recognition gift reflecting level of event participation

EVENING ENGAGEMENT OPPORTUNITIES
+ Two (2) Premier reserve tables at Centennial Gala (20 Guests)
+ Invitation to VIP reception prior to Centennial Gala (20 Guests)
+ Reserved seating in the M*A*S*H Lounge (20 Guests)
+ Premium wine and private wait service at Centennial Gala

INDIVIDUAL TICKET - $10,000

INDIVIDUAL TICKET - $5,000
CENTENNIAL CHAMPION SPONSOR - $25,000

RECOGNITION – PRIOR TO AND DAY OF EVENT
+ Company or name listing on Centennial Gala invitation, program and video
+ Company or name signature signage at preferred reserve table (1)
+ Company or name listing on Centennial Celebration related website page; redcross.org/tx/Houston
+ Invitations to VIP Century Celebrations – minimum (2) per event
+ Recognition gift reflecting level of event participation

EVENING ENGAGEMENT OPPORTUNITIES
+ One (1) preferred reserve table at Centennial Gala (10 Guests)
+ Invitations to VIP Century Celebrations – minimum (2) per event
+ Preferred status in the M*A*S*H Lounge (10 Guests)
+ Premium wine and private wait service at Centennial Gala

INDIVIDUAL TICKET - $2,500

CENTENNIAL SUPPORTER SPONSOR - $10,000

RECOGNITION – PRIOR TO AND DAY OF EVENT
+ Company or name listing on Centennial Gala invitation, program and video
+ Company or name listing on Centennial Celebration related website page; redcross.org/tx/Houston

EVENING ENGAGEMENT OPPORTUNITIES
+ One (1) reserve table at Centennial Gala (10 Guests)
+ Invitations to VIP Century Celebrations – minimum (2) per event
+ Invitations to VIP reception prior to Centennial Gala (2 Guests)
+ After-dinner dancing in the M*A*S*H Lounge (10 Guests)

INDIVIDUAL TICKET - $1,000

CENTENNIAL ADVOCATE SPONSOR - $5,000 (Limited Availability)

RECOGNITION – PRIOR TO AND DAY OF EVENT
+ Company or name listing in event program

EVENING ENGAGEMENT OPPORTUNITIES
+ Table at Centennial Gala (10 Guests)
+ Invitation to VIP reception prior to Centennial Gala (2 Guests)
+ After-dinner dancing in the M*A*S*H Lounge (10 Guests)

INDIVIDUAL TICKET - $500 (Limited Availability)
OTHER UNDERWRITING OPPORTUNITIES

CORPORATE PARTNERS OR INDIVIDUAL DONORS MAY SPONSOR AN EVENT ASSET – ASSOCIATED SIGNAGE WILL BE PROVIDED.

Benefits will be commensurate with sponsorship level opportunities on prior pages.

+ M*A*S*H Lounge Title Sponsor - $20,000
+ Event Videos - $12,000
+ Table Centerpieces - $10,000
+ VIP Private Reception - $7,500
+ Valet Parking - $5,000
+ Guests Favors - $5,000
+ Auction Display - $2,500
+ Memories Photo Booth - $1,500

The funds raised for this Centennial Event, Wrapped in Red, will remain in Houston to support the services provided to this community by the American Red Cross Greater Houston Area Chapter.

Please keep a copy of the Sponsorship Opportunities for your files.

For more information, please contact
Jessica Mikell | Regional Events Specialist
American Red Cross, Greater Houston Area Chapter
713.313.1635 or jessica.mikell@redcross.org

ARC Greater Houston Area Chapter Tax ID: 53-0196605
Your contribution above the $150 per person fair market value of the evening is fully tax deductible as provided by law.

TO BE LISTED ON THE DREAM TEAM HOST COMMITTEE OR AS A SPONSOR/DONOR IN THE PRINTED INVITATION AND MEDIA RELEASES, YOUR REPLY MUST BE RECEIVED BY NOVEMBER 18, 2015.

If attending the Gala, please advise us of any dietary restrictions by February 1, 2016

Wrapped in Red - A Ward and Ames Special Event

American Red Cross
Texas Gulf Coast Region

United Way of Greater Houston
MISSION STATEMENT

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. For the next century, we want to extend this compassion so that it reaches all who need it, provide our services, expand our reach and help prepare more people for the future throughout the Greater Houston area.

HAVE YOU ANSWERED THE RED CROSS DREAM TEAM ROLL CALL?
Our Services

Over 8,700,000 people were served by the American Red Cross, Texas Gulf Coast Region in fiscal year 2014.

Disaster Response: We provide assistance in meeting disaster related emergency needs and help those affected begin their road to recovery.

Preparedness: Information and training critical in saving lives lost to causes like fires, floods and hurricanes. is provided to build resilient communities. Our Preparedness Mobile Apps, free to the public with real-time alerts before, during or after an emergency.

Health and Safety Services: We train our communities to be prepared to respond in times of emergency through CPR/First Aid/AED, Hands Only Citizen CPR, Babysitter’s Training and Water Safety classes.

Service to Armed Forces: We support members of the military and their families pre-deployment, during deployment and when they return home through emergency communications, financial assistance re-integration and veterans services.

International Services: As part of a global network of 189 Red Cross and Red Crescent Societies and more than 13 million volunteers, we respond to disasters, build safer communities and educate future humanitarians around the world every day.

Blood Services: We provide approximately 40% of the nation’s blood supply. Blood and platelets are needed for many different reasons—accident and burn victims, heart surgery patients, organ transplant patients and those receiving treatment for leukemia, cancer or sickle cell disease.

Volunteers: The American Red Cross is a volunteer led organization. We are able to serve our communities because of the selfless dedication of these individuals.