



RED CROSS *Gala*

HOPE IN A CHANGING WORLD

CORPORATE SPONSORSHIP OPPORTUNITIES

Now in its 28th year, the Red Cross Gala is an annual volunteer-led fundraiser that has been established as one of the Bay Area's most prestigious social events to raise vital funds in support of the Red Cross mission. For more than 140 years, the Red Cross has helped families and communities prevent, prepare for and respond to emergencies 24 hours a day, 365 days a year. Your generosity enables us to continue to support our neighbors down the street, across the country and around the world. Thank you!

Blood ▪ Disaster ▪ Armed Forces ▪ Training ▪ International

Over the last year, the Northern California Coastal Region has prevented and alleviated human suffering in the face of emergencies.

Statistics reflect service delivery between July 1, 2021–June 30, 2022.



Supported **6,690 volunteers** who donated their time and effort within the region



Provided more than **5,800 services** to active military, veterans and their families



Taught lifesaving **CPR, AED and First Aid courses** to more than **60,100 people**



Responded to more than **1,060 disaster events** and assisted **2,100 families**



Collected more than **99,300 units** of lifesaving blood



Taught aquatics and water safety to more than **13,100 adults and youth**

Aligning Branding with the Power of the Red Cross

The American Red Cross is top of mind for Americans. In two different, unaided questions about charities and nonprofits, the Red Cross had the highest percentage of recognition.



1

Ranked as nation's most well-known nonprofit



1

Ranked most visible among organizations that assisted with the COVID-19 pandemic response



4

Ranked the fourth most trusted and most impactful nonprofit nationwide



Top 10

Among the Most Trusted, Most Loved and Most Favorable Nonprofits

Source: Morning Consult, a global data intelligence company delivering insights on what people think in real time, *MOST LOVED NONPROFITS 2022*.

*Across all demographics surveyed, which included White/non-Hispanic, Hispanic/Latinx, Black, and Asian and Other.

American Red Cross

redcross.org/redcrossgalasf | [#redcrossgalasf](https://twitter.com/redcrossgalasf)

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Sponsor Benefits	Gold \$50,000	Silver \$25,000	Bronze \$15,000
Tax Deductible Portion	\$41,300	\$21,350	\$11,500
Marketing Visibility			
Opportunity for Company Executive to Address Event Guests	✓		
Verbal Sponsor Recognition During Event	✓		
Digital Event Save-the-Date	Logo	Logo	Logo
Digital Event Invitation	Logo	Logo	Logo
Pre- and Post-Gala Emails to Event Guests	Logo	Logo	Logo
Featured on Registration and Bidding Platform	Logo	Logo	Name
Featured on Red Cross Event Website	Logo with hyperlink	Logo with hyperlink	Logo with hyperlink
Ad Space for Pre-Event Slideshow	Full Slide	Half Slide	Quarter Slide
Featured in Event PowerPoint	Logo	Logo	Logo
Pre- and Post-Event Press Release	Name Listed	Name Listed	Name Listed
Opportunity to Provide Mission-Related Branded Item for Guests	✓	✓	
Social Media Visibility			
Feature Company's Red Cross Story on Regional Red Cross Blog	✓		
Opportunity to Submit Event Teaser Video to be Shared on Regional Social Media Accounts	✓		
Recognition on Regional Social Media Accounts	Up to 3 mentions	Up to 2 mentions	1 mention
Sponsor Perks			
Gala Tables	Two Tables of Ten (10 per table)	One Table of Twelve (12 per table)	One Table of Ten (10 per table)
Virtual "Be Red Cross Ready" Training Opportunity for your Employees	✓	✓	✓
Tablesides Champagne Service During Event Program	✓		
One Wine Magnum Delivered to Table During Dinner Program		✓	
DJ/Talent Shout Out During Entertainment	✓		

SUBMISSION FORMATS:

We encourage high resolution (300 dpi) PNG, AI, PDF, EPS (preferred), TIFF and/or JPEG files with fonts embedded or outlined for all logo and ad materials. For copy requiring typesetting, please type or print on a separate sheet. E-mail submissions to (5MB or less): pooja.klebig@redcross.org

DISCLAIMER:

This Red Cross event will follow all COVID-19 regulations put forth by the CDC, Cal/OSHA, San Francisco County and the venue. Should there be a change in date or type of event, your sponsorship will be transferrable. We thank you for your flexibility and support.

DEADLINES:

- Guest names and contact information are due by Wednesday, March 1, 2023.
- Sponsor commitment is accepted on a rolling basis until Friday, March 3, 2023.
- Sponsor payment should be received no later than Friday, March 17, 2023.
- Sponsor marketing benefits are contingent on date of sponsor commitment.



**American
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We are pleased to support the 2023 Red Cross Gala at the following sponsorship level:

☐ \$50,000 Gold Sponsor

☐ \$25,000 Silver Sponsor

☐ \$15,000 Bronze Sponsor

Sponsor Name: _____
Please list as you would like sponsor name to appear in event communication and marketing materials.

Payment Options

☐ Pay with check (enclosed)
*Check payable to American Red Cross;
Memo: Gala Sponsorship*

☐ Please invoice immediately

☐ Pay via wire transfer
Processing follow-up will be sent
to individual submitting this form.

☐ Pay via stock

Processing information will be sent to individual submitting this form.

☐ Pay with credit card ☐ Visa ☐ MC ☐ Discover ☐ Amex

Card number

Name on card

Expiration date

Name

Billing Address

City

State

Zip

Phone Number

Email

☐ I would like to support the American Red Cross by contributing to the Red Cross Gala's Fund the Mission.

Fund the Mission Donation Amount: \$ _____

Your Fund the Mission contribution is 100 percent tax-deductible and supports Red Cross programs and services where it is needed the most.

Please email or mail completed form to:

American Red Cross is a 501(c) (3) non-profit organization. Our Federal Tax ID is: 53-0196605. All donations are tax deductible as allowed by law.



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