



RED CROSS *Gala*

HOPE IN A CHANGING WORLD

PATRON 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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Gold Sponsor: \$50,000

Tax Deductible Portion: \$43,950

- Two Tables of Ten (10) Seats at the Event
(10 Guests per Table for a total of 20 Guests)
- Tableside Champagne Service During Dinner Program
- One Wine Magnum Delivered to Table During Dinner Program
- Verbal Sponsor Recognition During Event
- Name Listed in Digital Event Save-the-Date
- Name Listed in Digital Event Invitation
- Name Listed in Pre- and Post-Gala Emails to Event Guests
- Name Featured on Registration and Bidding Platform
- Name Featured on Red Cross Event Website
- Name Listed in Pre- and Post-Gala Event Press Release
- Feature Red Cross Story in Regional Red Cross Blog
- Up to Three (3) Mentions on Regional Social Media Accounts

Silver Sponsor: \$25,000

Tax Deductible Portion: \$21,675

- One Table of Twelve (12) Seats at the Event
- One Wine Magnum Delivered to Table During Dinner Program
- Name Listed in Digital Event Save-the-Date
- Name Listed in Digital Event Invitation
- Name Listed in Pre- and Post-Gala Emails to Event Guests
- Name Featured on Registration and Bidding Platform
- Name Featured on Red Cross Event Website
- Name Listed in Pre- and Post-Gala Event Press Release
- Up to Two (2) Mentions on Regional Social Media Accounts

Bronze Sponsor: \$15,000

Tax Deductible Portion: \$12,150

- One Table of Ten (10) Seats at the Event
- Name Listed in Digital Event Save-the-Date
- Name Listed in Digital Event Invitation
- Name Listed in Pre- and Post-Gala Emails to Event Guests
- Name Featured on Registration and Bidding Platform
- Name Featured on Red Cross Event Website
- Name Listed in Pre- and Post-Gala Event Press Release
- One (1) Mention on Regional Social Media Accounts

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
Red Cross**

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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.



**American
Red Cross**

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