



# 2026 San Francisco Red Cross Gala

**SATURDAY, MARCH 21, 2026**

## CORPORATE SPONSORSHIP OPPORTUNITIES

The Red Cross Gala is an annual volunteer-led, black-tie benefit that raises support for Red Cross preparedness, response and recovery programs in our community. Now celebrating its 31<sup>st</sup> year, the 2026 event promises to be a special evening celebrating the strength, resilience and compassion of the women who have shaped the American Red Cross and continue to lead our humanitarian efforts.

### EMPOWERING CHANGE: YOUR SUPPORT POWERS OUR MISSION IN NORTHERN CALIFORNIA

\*Fiscal year 2025: July 1, 2024–June 30, 2025



Over **150,000** lifesaving units of blood collected and distributed to hospitals.



Over **300,000** volunteer hours logged by volunteers in service to the Red Cross.



Over **900** disaster responses that impacted over 15,000 local residents.



Over **8,000** military members and their families received support.



Over **93,000** people learned lifesaving skills.

## Exclusive Presenting Sponsorship

Unique to this year's Gala, we are offering a top-level tier of recognition and amenities for **one exclusive sponsor** at this customized level. The Presenting Sponsor includes all Pearl Sponsor benefits along with sole naming rights and a tailored marketing package designed to spotlight your brand.

## CORPORATE SPONSORSHIP LEVELS

SPONSORSHIP BENEFITS	PEARL \$100,000	GOLD \$50,000	SILVER \$25,000	BRONZE \$15,000
Tax Deductible Portion	\$80,950	\$41,000	\$16,200	\$8,100
<b>Marketing Visibility</b>				
KRON4 produced pre-event video	x			
On-stage program involvement for company leader	x	x		
Verbal sponsor recognition during event	x	x		
Digital save-the-date	Prominent Logo	Logo	Logo	Logo
Digital invitation	Prominent Logo	Logo	Logo	Logo
Pre- and post-event guest emails	Prominent Logo	Logo	Logo	Logo
Featured on event registration and bidding platform	Prominent Logo	Logo	Logo	Name
Featured on event website	Logo with Hyperlink	Logo with Hyperlink	Logo with Hyperlink	Logo with Hyperlink
Ad space for pre-event slideshow	Full Slide	Full Slide	Half Slide	Quarter Slide
Inclusion in event presentation	Prominent Logo	Logo	Logo	Logo
Pre- and post-event press release	Name and Blurb	Name Listed	Name Listed	Name Listed
Opportunity to provide mission-related branded item for event gift bags	x	x	x	
<b>Social Media Visibility</b>				
Recognition on regional social media accounts	Up to 5 mentions	Up to 3 mentions	Up to 2 mentions	
Opportunity to submit event teaser video for visibility on regional social media accounts	x	x		
Feature company's Red Cross story on regional Red Cross blog	x	x		
<b>Sponsor Perks</b>				
Gala tables	Two VIP tables of 12 (12 per table)	One VIP table of 12 (12 per table)	One table of 10 (10 per table)	One table of 10 (10 per table)
Custom Red Cross employee engagement opportunity	x	x	x	x
Invitation to Corporate Kick-Off	x	x		
Tablesideside champagne service during event program	x	x		

### DEADLINES:

- Guest names and contact information are due by Feb. 28, 2026.
- Sponsor commitment is accepted on a rolling basis through Feb. 28, 2026.
- Sponsor payment is due no later than Mar. 21, 2026.
- Sponsor marketing benefits are contingent on date of sponsor commitment.

### CONTACT:

Sofia Knoblauch, Events Manager, American Red Cross: 1663 Market Street, San Francisco, CA 94103  
 email: sofia.knoblauch@redcross.org

# 2026 San Francisco Red Cross Gala

---

## CORPORATE SPONSORSHIP OPPORTUNITIES

We are pleased to support the 2026 Red Cross Gala at the following sponsorship level:

Customized Presenting Sponsor      \$50,000 Gold Sponsor      \$15,000 Bronze Sponsor  
\$100,000 Pearl Sponsor      \$25,000 Silver Sponsor

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% tax-deductible and supports our services where they're needed most.*

For questions regarding your sponsorship, please contact: [sofia.knoblach@redcross.org](mailto:sofia.knoblach@redcross.org)

---

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

### Payment Options

*Processing follow-up will be sent to individual submitting this form.*

Pay with check (enclosed)

*Check payable to American Red Cross;  
Memo: Gala Sponsorship*

Pay with credit card

Visa    Discover    MC    Amex

Pay via wire transfer

Card Number \_\_\_\_\_

Pay via stock

---

Name

---

Billing Address

State

Zip

---

Phone Number

Email

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.

