



Building Bridges of Hope

CORPORATE SPONSORSHIP OPPORTUNITIES

The **Red Cross Gala**, now in its 29th year, is our signature volunteer-led fundraiser that celebrates the mission of the American Red Cross. This year's Gala theme is "Building Bridges of Hope" and all funds raised will go to support Red Cross Blood Services.

Sponsor Level	Gold \$50,000	Silver \$25,000	Bronze \$15,000
Tax Deductible Portion	\$40,000	\$19,000	\$10,000
Sponsor Perks			
Access to the Event	Two Tables of 10 (10 per table)	One Table of 12	One Table of 10
Tablesides Champagne Service During Event Program	✓		
One Wine Magnum Delivered to Table During Dinner Program	✓	✓	
Virtual "Be Red Cross Ready" Training Opportunity for your Employees	✓	✓	✓
Marketing Visibility			
Opportunity for Company Executive to Address Event Guests	✓		
Verbal Sponsor Recognition During Event	✓		
Opportunity to Provide Mission-Related Branded Item for Guests	✓	✓	
Digital Event Save the Date and Digital Invitation	Logo	Logo	Logo
Pre-Gala and Post-Gala E-blasts to Event Guests	Logo	Logo	Logo
Featured on Event Website, Registration & Bidding Platform	Logo	Logo	Name
Recognition on Signage Throughout the Event	Logo	Logo	Logo
Pre- and Post-Event Press Release	Name Listed	Name Listed	Name Listed
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	Minimum of 3 mentions	Minimum of 2 mentions	Minimum of 1 mention

YEAR IN REVIEW

From July 1, 2022 to June 30, 2023, you have helped our region:



Collect and deliver **101,325** lifesaving blood donation units to hospitals.



Record **310,165** volunteers hours dedicated to delivering the Red Cross mission.



Respond to **1,006** disaster events and open **1,955** disaster cases to help those affected recover.



Open **956** emergency cases for military service members and their families.



Prepare **5,694** youth to save lives and reduce injuries through preparedness.



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We are pleased to support the 2024 Red Cross Gala at the following sponsorship level:

- Fund the Mission Donation Amount: \$** _____

Sponsor Name: _____