



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 |
| Tableside Champagne Service During Event Program | 1 | | |
| One Wine Magnum Delivered to Table During Dinner Program | \checkmark | \checkmark | |
| Virtual "Be Red Cross Ready" Training Opportunity for your Employees | ✓ | <i>✓</i> | 1 |
| Marketing Visibility | | | |
| Opportunity for Company Executive to Address Event Guests | 1 | | |
| Verbal Sponsor Recognition During Event | ✓ | | |
| Opportunity to Provide Mission-Related Branded Item for Guests | ✓ | 1 | |
| 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:

□ \$50,000 Gold Sponsor □ \$25,000 Silver Sponsor □ \$15,000 Bronze 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 percent tax-deductible and support Red Cross Blood Services. A sponsorship or ticket purchase is required to attend the event.

| Sponsor Name: | | | |
|---|--|--|--|
| Please list | t as you would like sponsor name to a | appear in event communication and marketing materials. | |
| Payment Options | | | |
| Pay with check (enclosed) Check payable to American Red Cross; Memo: Gala Sponsorship | Pay via stock Processing information will be sent to individual submitting this form. Pay with credit card Visa MC Discover Amex | | |
| | | | |
| Pay via wire transfer Processing follow-up will be sent to individual submitting this form. | | | |
| Name | | | |
| Billing Address | | | |
| City | State | Zip | |
| Phone Number | Email | | |

Deadlines:

- Guest names and contact information are due by Wednesday, February 28, 2024.
- Sponsor commitment is accepted on a rolling basis until Friday, March 1, 2024.
- Sponsor payment is due no later than **Friday**, **March 15, 2024**.
- Sponsor marketing benefits are contingent on date of sponsor commitment.
- Sponsorships must be paid in full prior to event.

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.