

30th ANNIVERSARY

Red Cross

GALA

A PILLAR OF HOPE
AND RESILIENCE

SATURDAY
MARCH 22, 2025

The Conservatory at One Sansome
1 Sansome St, San Francisco, CA 94104



**American
Red Cross**

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Red Cross GALA

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 30th year, the 2025 event promises to be a special evening honoring the past and looking to the future from San Francisco's newest premier venue, The Conservatory at One Sansome.

This year's event is themed "A Pillar of Hope and Resilience" and will include a Fund the Mission segment to support the work we do in our communities each and every day. Nationwide, the Red Cross responds to a disaster every 8 minutes; our region—which covers 15 counties across the Greater Bay Area—responded to more than 800 disasters last fiscal year, the majority being home fires.

EMPOWERING CHANGE: YOUR SUPPORT POWERS OUR MISSION IN NORTHERN CALIFORNIA

**Fiscal year 2024: July 1, 2023–June 30, 2024*



102,118 lifesaving units of blood collected and distributed to hospitals.



276,179 volunteer hours logged by volunteers in service to the Red Cross.



805 disaster responses and **1,584** disaster cases opened to assist impacted residents.



699 emergency cases opened for military members and their families.



4,787 youth prepared for emergencies through school preparedness programs.

30th Anniversary Pearl Sponsor: \$100,000

Unique to this year's Gala, we present a select tier of recognition and amenities for sponsors at this customized level. The Pearl sponsorship includes all Gold Sponsor benefits along with a tailored marketing package designed to elevate your brand while showcasing our partnership.



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SPONSORSHIP BENEFITS	GOLD \$50,000	SILVER \$25,000	BRONZE \$15,000 SOLD OUT
Tax Deductible Portion	\$40,950	\$20,250	\$11,500
Marketing Visibility			
Opportunity for company executive to address event guests	x		
Verbal sponsor recognition during event	x		
Digital save-the-date	Logo	Logo	Logo
Digital invitation	Logo	Logo	Logo
Pre- and post-event guest emails	Logo	Logo	Logo
Featured on event registration and bidding platform	Logo	Logo	Name
Featured on event website	Logo with Hyperlink	Logo with Hyperlink	Logo with Hyperlink
Ad space for pre-event slideshow	Full Slide	Half Slide	Quarter Slide
Inclusion in event presentation	Logo	Logo	Logo
Pre- and post-event press release	Name Listed	Name Listed	Name Listed
Opportunity to provide mission-related branded item for event gift bags	x	x	
Social Media Visibility			
Recognition on regional social media accounts	Up to 3 mentions	Up to 2 mentions	
Opportunity to submit event teaser video for visibility on regional social media accounts	x		
Feature company's Red Cross story on regional Red Cross blog	x		
Sponsor Perks			
Gala tables	One table of twelve (12 per table)	One table of twelve (12 per table)	One table of ten (10 per table)
Custom Red Cross employee engagement opportunity	x	x	x
Tablesideside champagne service during event program	x		
DJ/talent shout out during entertainment	x		

DEADLINES:

- Guest names and contact information are due by Feb. 28, 2025.
- Sponsor commitment is accepted on a rolling basis through Feb. 28, 2025.
- Sponsor payment is due no later than March 14, 2025.
- Sponsor marketing benefits are contingent on date of sponsor commitment.

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We are pleased to support the 2025 Red Cross Gala at the following sponsorship level:

\$100,000 Pearl Sponsorship

\$25,000 Silver Sponsor

\$50,000 Gold Sponsor

~~\$15,000 Bronze Sponsor~~ **SOLD OUT**

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

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

Pay via stock

Card Number

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.

