

2027 RED CROSS GALA



**American
Red Cross**

PATRON SPONSORSHIP OPPORTUNITIES

SATURDAY, MARCH 13, 2027
THE CONSERVATORY AT ONE SANSOME
SAN FRANCISCO

EVENT OVERVIEW

Join the American Red Cross for the 32nd Annual San Francisco Red Cross Gala,
one of the Bay Area's premier philanthropic events.

This volunteer-led red and black-tie affair brings together community leaders, philanthropists
and corporate partners to support the vital preparedness, response and recovery services
that strengthen communities throughout Northern California and beyond.

The 2027 Gala will celebrate the extraordinary resilience and compassion of our community
while recognizing the visionary supporters who make our humanitarian mission possible.

Your Support Powers Our Mission in Northern California

Fiscal year 2026: July 1, 2025–June 30, 2026

The American Red Cross Northern California Coastal Region serves more than 11 million people
across 16 counties from the Greater Bay Area, Central Coast, Fresno and Bakersfield.

A community-based humanitarian organization, the Red Cross prevents and alleviates human suffering in
the face of emergencies through the power of volunteers and the generosity of donors. We shelter, feed
and provide comfort after disasters; supply about 40% of the nation's blood; teach skills that save lives;
provide international humanitarian aid; and support military members, veterans and their families.



150,000+ lifesaving
units of blood collected
and distributed
to hospitals



300,000+ volunteer
hours logged by
volunteers in service
to the Red Cross



2,100+ disaster
responses that
impacted over
15,000 residents



10,700+ military
members and their
families received support



118,000+ people
learned lifesaving skills

2027 RED CROSS GALA

PRESENTING SPONSOR

Reserved for a single visionary partner, the Presenting Sponsorship offers our highest tier of recognition and amenities. This customized level includes all Pearl Sponsor benefits, elevated by exclusive event naming rights and a bespoke marketing package designed to prominently spotlight your vital support.

PATRON SPONSORSHIP LEVELS

Pearl Sponsor | \$100,000

- Two (2) VIP tables of twelve (24 seats)
- Early entrance to the Gala VIP Reception
- One (1) complimentary Tiffany Circle membership for one year
- Tableside champagne service during dinner program
- Verbal sponsor recognition during dinner program
- Name prominently listed in digital invitation
- Name prominently listed in pre- and post-gala emails to event guests
- Name prominently featured on event website, registration and bidding platform
- Name prominently 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

Gold Sponsor | \$50,000

- One (1) VIP table of twelve (12) seats
- Early entrance to the Gala VIP Reception
- One (1) complimentary Tiffany Circle membership for one year
- Tableside champagne service during dinner program
- Verbal sponsor recognition during dinner program

- Name listed in digital invitation
- Name listed in pre- and post-gala emails to event guests
- Name featured on 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

- One (1) table of twelve (12) seats
- Name listed in digital invitation
- Name listed in pre- and post-gala emails to event guests
- Name featured on 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

- One (1) table of ten (10) seats
- Name listed in digital invitation
- Name listed in pre- and post-gala emails to event guests
- Name featured on event website
- Name listed in pre- and post-gala event press release

Individual Tickets | \$1,500 | Limited availability

Sponsorships are accepted on a rolling basis through March 1, 2027. Benefits are contingent on date of sponsor commitment.

For tax purposes \$741 per ticket, which is a good faith estimate of goods and services provided, may be non-deductible.

The American Red Cross is proud that an average of 91 cents of every dollar we spend is invested in delivering care and comfort to those in need.



2027 RED CROSS
GALA



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We are pleased to support the 2027 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.

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 via wire transfer
☐ Pay via stock
☐ Pay by Donor Advised Fund
☐ Pay with credit card
☐ Visa ☐ Discover ☐ MC ☐ Amex

Card Number

Name

Billing Address

State

Zip

Phone Number

Email

For questions regarding sponsorships or to mail a check, please contact:

American Red Cross
Attn: Sofia Knoblauch
1663 Market St., San Francisco, CA 94103
sofia.knoblauch@redcross.org | Phone: (415) 317-8520

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.



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