



American Red Cross
New Jersey Region

Sponsorship and Advertising Opportunities

Red, White & You Gala

Join us



Join us on Saturday March 23, 2019 at
The Berkeley Oceanfront Hotel in Asbury Park,
New Jersey for Red, White & You.

We will honor the generosity of outstanding
New Jersey heroes who are strengthening the
foundation and supporting the growth of Red
Cross services in our communities.

Enjoy an evening with friends and colleagues over delicious cocktails and
cuisine, live music and dancing, and a fabulous auction.



Support the Red Cross

The depth and breadth of the American Red Cross is remarkable. From disaster response to assisting military families in need, we help prevent and alleviate human suffering. When you support the full scope of our work, you enable us to be there for the millions of people affected by a large emergency and also the family that faces a small one. In either case, you help the Red Cross provide comfort and hope when it's needed most.

As a sponsor of Red, White & You, your gift will be recognized through various communication channels and event-related collateral that is visible to key stakeholders, Red Cross volunteers, and event attendees. Print, web, and social media channels will be utilized in addition to event-day brand recognition to provide your company with the sponsor benefits suggested in the attached sponsorship and advertising opportunities.



American Red Cross New Jersey Region Impact Report

Fiscal Year 2018

The American Red Cross in New Jersey is working to ensure those in need receive the care and comfort they deserve. With support of more than 4,500 volunteers and 64 employees, the American Red Cross . . .

DISASTER RELIEF

Responded to 902 disasters, including house fires, severe storms, and flooding. The Red Cross continues to provide support to families affected by Superstorm Sandy.

Assisted 2,260 families affected by disasters such as home fires; offered comfort and met immediate needs such as shelter, food and clothing, emergency medical aid, referrals, and mental health services as needed.

HEALTH & SAFETY

Empowered 110,247 residents with life-saving health, safety, and preparedness information and skills through training courses such as First Aid, CPR, Water Safety, and Babysitter's Training.

Installed 9,592 smoke alarms in homes that needed them and helped educate families about fire safety through the Home Fire Campaign.

SERVICE TO THE ARMED FORCES

Provided 45114 military family case services with emergency messages, helping families find assistance, and/or get counseling and referrals.

BLOOD COLLECTION

Collected more than 94,675 units of blood donated by New Jersey residents; each unit helps to save up to three lives.



Red, White & You Gala Sponsorship Opportunities

	Diamond-Award Presenter \$25,000	Sapphire \$10,000	Emerald \$5,000	Garnet \$2,500	Pearl \$1,000
Benefits					
Event Attendance					
Tickets with reserved seating	24 (2 tables with private server)	10	8	4	2
Invitation to private kickoff event	✓	✓	✓	✓	✓
Pre-Event Recognition					
Website / Social Media	Logo	Logo	Logo	Name	Name
Press Release	Name	Name	Name	Name	Name
Marketing Email	Logo	Name	Name	Name	Name
Save the Date/Invite	Logo				
Event Day					
Program Recognition	Full page	Full page	Full page	Full page	Name
Event Day Signage	Logo on sponsor sign	Logo on sponsor sign	Logo on sponsor sign	Logo on sponsor sign	Name on sponsor sign
Verbal Recognition	Name	Name	Name	Name	Name
Opportunity to present exclusive award to community hero	✓				
Post Event					
Press release	Name	Name	Name	Name	Name
RedCross.org/NJ article	Name	Name	Name	Name	Name

Deadlines for listed print benefits vary. For details, contact Aimee Alven, Special Events Manager, at (609) 951-2118 or aimee.alven@redcross.org.



American Red Cross
New Jersey Region

Red, White & You Gala Sponsorship Commitment Form

Sponsorship Opportunities

Please check desired Sponsorship Opportunity:

<input type="checkbox"/> Diamond-Award Presenter	\$25,000	<input type="checkbox"/> Emerald	\$5,000
<input type="checkbox"/> Sapphire	\$10,000	<input type="checkbox"/> Garnet	\$2,500
		<input type="checkbox"/> Pearl	\$1,000

Advertising Opportunities

Please check desired full page (5" x 8") advertising opportunity:

<input type="checkbox"/> Full Color Back Cover* SOLD	\$1,000	<input type="checkbox"/> Full Page	\$250
<input type="checkbox"/> Full Color Back Inside Cover*	\$500	<input type="checkbox"/> Business or Name listed as Supporter	\$100
<input type="checkbox"/> Full Color Front Inside Cover*	\$500		

*Exclusive opportunities. All other ads are printed in black and white.

Artwork Information:

- ☐ My ad artwork is enclosed
- ☐ I am e-mailing my photo-ready ad to aimee.alven@redcross.org

Artwork Deadline: March 1, 2019

Ticket Information:

- ___ Tables (10 Reserved Seats) \$2,000 by February 23, 2019 (\$500 discount); \$2,500 after Feb. 23
- ___ Tickets \$250
- ☐ I am unable to attend but would like to sponsor the ticket(s) of a deserving Red Cross volunteer (\$150 each) \$ _____
- ☐ I am unable to attend but would like to make a fully tax-deductible contribution of \$ _____

Sponsor Information:

Company Name: (as it should appear in printed material)

Contact Name: _____

Contact Title: _____

Phone: _____

Email: _____

Address: _____

City, State, Zip: _____

Payment Information

☐ Check enclosed ☐ Credit Card

CC# _____

Exp. Date _____ Security Code _____

Signature _____

Please send sponsorship commitment form to:
209 Fairfield Road, Fairfield, NJ 07004
Please make checks payable to: American Red Cross

Please contact us with questions or concerns:
Aimee Alven, Special Events Manager at (609) 951-2118 or aimee.alven@redcross.org

Thank you for your support! Please note that the portion of your contribution that is tax-deductible is the amount in excess of \$130 per event attendee.