

RED CROSS HEROES GALA

SPONSORSHIP OPPORTUNITIES



WEDNESDAY, MARCH 18, 2026

6 p.m. Cocktails

7 p.m. Dinner and Program

Ziegfeld Ballroom
141 W. 54th Street, New York, NY 10019



**American
Red Cross**

RED CROSS HEROES GALA



The American Red Cross Heroes Gala recognizes civic leaders and heroic individuals who embody our humanitarian mission. Proceeds from the evening will help provide relief to local families affected by disasters like hurricanes and home fires, equip communities with lifesaving skills like CPR and first aid training and offer critical support to U.S. service members and veterans across Greater New York.

The American Red Cross in Greater New York services the more than 12 million people who call New York City, Long Island, Westchester and Rockland counties, Greenwich, Conn., and the U.S. Military Academy at West Point home.



Supported by **4,769 active volunteers** contributing **228,809 hours of service**, resulting in a dollar value of **\$7.7 million**



Distributed **9,306 blood products** collected at **338 blood drives**



Responded to **2,153 home fires and other disasters**, helping **4,026 families**



Delivered **6,035 services** for military members, veterans and their families



Trained **123,142 people** in health and safety skills



Installed **20,408 free smoke alarms** making **6,524 households** safer

FY24 Statistics



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RED CROSS HEROES GALA

SPONSORSHIP LEVELS

Inspiration Sponsor \$300,000

- Onstage speaking opportunity and optional video presentation during event
 - Three (3) prominent tables of 10 guests
 - Large logo placement on all gala marketing materials (digital invitation, digital program book, signage) and recognition on regional Red Cross website
 - Digital branding on marquee screens and door decals at Ziegfeld Ballroom
 - Five (5) dedicated social media posts
 - Full page letter with photo and two (2) full page color ads in program book, plus one digital ad on rotating PowerPoint shown during event
 - Recognition in press release and media outreach
 - Use of Red Cross logos for your company's marketing and communications
 - Opportunity to invite one (1) representative from company to sit on Heroes Selection Committee for the 2026 and 2027 Galas
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Presenting Sponsor \$250,000 (Category Exclusivity)

- Onstage speaking opportunity and optional video presentation during event
 - Two (2) prominent tables of 10 guests
 - Large logo placement on all gala marketing materials (digital invitation, digital program book, signage) and recognition on regional Red Cross website
 - Digital branding on marquee screens and door decals at Ziegfeld Ballroom
 - Five (5) dedicated social media posts
 - Full page letter with photo and two (2) full page color ads in program book, plus one digital ad on rotating PowerPoint shown during event
 - Recognition in press release and media outreach
 - Use of Red Cross logos for your company's marketing and communications
 - Opportunity to invite one (1) representative from company to sit on Heroes Selection Committee for the 2026 and 2027 Galas
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Dinner Sponsor \$100,000 (Category Exclusivity)

- Onstage speaking opportunity during dinner program
- Two (2) prominent tables of 10 guests
- Large logo placement on all gala marketing materials (digital invitation, digital program book, signage) and recognition on regional Red Cross website
- Three (3) dedicated social media posts
- Branding/decals on the elevator walls at Ziegfeld Ballroom
- One (1) digital ad on rotating PowerPoint shown during event
- Logo on printed menu cards placed at dining tables
- Recognition in press release and media outreach
- Use of Red Cross logos for your company's marketing and communications
- Opportunity to invite one (1) representative from company to sit on Heroes Selection Committee for the 2026 and 2027 Galas



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SPONSORSHIP LEVELS

Hero Sponsor \$75,000 (Two available)

- Onstage speaking opportunity
 - Large logo present onstage during Hero Award introductions
 - One (1) prominent table of 10 guests
 - Medium logo placement on all gala marketing materials (digital invitation, digital program book, signage) and recognition on regional Red Cross website
 - Two (2) dedicated social media posts
 - One (1) digital ad on rotating PowerPoint shown during event
 - Use of Red Cross logos for your company's marketing and communications
 - Opportunity to invite one (1) representative from company to sit on Heroes Selection Committee for the 2026 and 2027 Galas
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Cocktail Reception Sponsor \$60,000 (Category Exclusivity)

- One (1) prominent table of 10 guests
 - Medium logo placement on all gala marketing materials (digital invitation, digital program book, signage) and recognition on regional Red Cross website
 - One (1) dedicated social media post
 - One (1) digital ad on rotating PowerPoint shown during event
 - Exclusive logo placement on cocktail napkins
 - Use of Red Cross logos for your company's marketing and communications
 - Opportunity to invite one (1) representative from company to sit on Heroes Selection Committee for the 2026 and 2027 Galas
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Humanity Sponsor \$50,000 (Unlimited)

- One (1) prominent table of 10 guests
 - Medium logo placement on all gala marketing materials (digital invitation, digital program book, signage) and recognition on regional Red Cross website
 - Two (2) dedicated social media posts
 - One (1) digital ad on rotating PowerPoint shown during event
 - Opportunity to invite one (1) representative from company to sit on Heroes Selection Committee for the 2026 and 2027 Galas
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Visionary Sponsor \$25,000 (Unlimited)

- One (1) table of 10 guests
- Small logo placement on all gala marketing materials (digital invitation, digital program book, signage) and recognition on regional Red Cross website
- One (1) digital ad on rotating PowerPoint shown during event
- Opportunity to invite one (1) representative from company to sit on Heroes Selection Committee for the 2026 and 2027 Galas



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RED CROSS HEROES GALA

SPONSORSHIP LEVELS, TABLES, TICKETS AND ACKNOWLEDGMENTS

Hometown Hero Sponsor \$20,000 (Unlimited)

- One (1) table of 10 guests
 - Small logo placement on all gala marketing materials (digital invitation, digital program book, signage) and recognition on regional Red Cross website
 - Opportunity to invite one (1) representative from company to sit on Heroes Selection Committee for the 2026 Gala
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Table Levels and Benefits

Table for 10 guests plus logo placement and/or text inclusion in digital program book

\$25,000 | Benefactor

\$15,000 | Contributor

\$10,000 | Patron

NEW! Purchase a Table of 10 to honor of our Volunteers, Military/Veterans or Heroes. The Red Cross will fill the table for you, and your purchase will be fully tax-deductible.

Ticket Levels and Benefits

Logo placement and/or text inclusion in digital program book

\$2,500 | Benefactor

\$1,500 | Contributor

\$1,000 | Patron

Digital Program Book Acknowledgments

\$2,500 | Inside Front/Back Cover

\$1,000 | Full Page

\$500 | Half Page

Support the American Red Cross by making a financial contribution. Your contribution is 100% tax-deductible and supports our services where they're needed most. To make a donation, visit heroesgala2026.givesmart.com.

Need a customized sponsorship package?

Contact Libby Richardson at 917-227-0224 or libby.richardson@redcross.org.



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YOUR IMPACT



\$50,000: Stocks an Emergency Response Vehicle (ERV) with needed supplies for six (6) days. This service includes providing lunch, dinner and snacks for some 800 people over the six (6) days, the travel costs to deploy four (4) disaster responders to operate the ERV and vehicle maintenance and fuel costs.



\$25,000: Provides families with clean water, food, and shelter during an unexpected emergency; your gift can cover the cost of a full day of food and shelter for 150 families.



\$10,000: Helps to support two Sound the Alarm events in a local community and prepares families across the country. This includes installing the target number of smoke alarms, utilizing an ERV for the day, lunch for the volunteers at the event, and a fire safety package for the homes served. Average events install around 200 alarms.



\$5,000: Provides peer-based support and services to 75 caregivers of service members or veterans living with wounds, illnesses and/or injuries via our Military and Veteran Caregiver Network.

Commitment Deadlines

Sponsorship commitments accepted on an ongoing basis. Commit early to receive the most benefits.

Digital Program Book Acknowledgments due no later than Friday, February 6, 2026.

Guest names are due no later than Friday, March 6, 2026.



Make your sponsorship, table, ticket and digital program book ad purchases online at heroesgala2026.givesmart.com or contact Libby Richardson at 917-227-0224 or libby.richardson@redcross.org.



The Red Cross is proud that an average of 90 cents of every dollar we spend is invested in delivering care and comfort to those in need.

For tax purposes, \$437/\$4,370 per ticket/table, which is a good faith estimate of goods and services provided, may be non-deductible.

Please contact Brandon Ponder at brandon.ponder@redcross.org to discuss the use of donor-advised funds.



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