

31ST ANNUAL

Red Cross Ball

RED CROSS STRONG:
SERVICE. INNOVATION. HOPE.

SPONSORSHIP
OPPORTUNITIES

March 26, 2022 | 7:00 p.m. to 8:30 p.m. | Virtual
Benefitting Eastern North Carolina



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Red Cross**

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Service. Innovation. Hope.



Though it has been 140 years since Clara Barton founded the American Red Cross, the need to alleviate human suffering hasn't changed. Today, people continue to come together in innovative ways to serve and give hope during life's emergencies. This commitment has always been at the heart of what we do. Volunteers, donors and partners unite from all backgrounds to help everyone in need, whether they're coping with disasters, medical emergencies or the sacrifices of military life. Today, your Red Cross adapts to meet the changing needs of the people we serve, while we stay true to our roots.

The 2022 Red Cross Ball will be one of the most memorable and inspiring non-profit events of the year! As the largest local fundraiser for the American Red Cross Eastern North Carolina Region, we plan to party for a purpose raising funds to be used locally to alleviate human suffering by helping people affected by disasters, supporting military families, delivering lifesaving blood, and training critical lifesaving skills.

We ask that you consider the highest possible sponsorship level as you can for our 31st Annual Red Cross Ball. Your support of this event offers a unique opportunity to increase your company's exposure and to co-brand with one of the most recognized symbols in the world — the Red Cross. Your support ensures the mission of the Red Cross is there to meet basic human needs of food, shelter and hope...and at times life itself.

Together, we are Red Cross Strong,

Linda Craft

Ball Chair
CEO, Craft Residential and Craft Commercial

Barry Porter

Regional CEO
American Red Cross of Eastern NC

Red Cross Ball Chapter Leadership

Triangle Area Chapter

Duane Barrett, Board Chair
Paige Bivens, Lead

Central North Carolina Chapter

Tina Durocher-Murphy, Board Chair
Deb Rodgers, Lead

Cape Fear Area Chapter

Kevin Briggs, Board Chair
Andrew Houston, Lead

Northeastern North Carolina Chapter

Tracy Stroud, Board Chair
John Stowe, Lead

Sandhills Chapter

Trina Tiffany, Board Chair
Laurie Linder, Lead



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Sponsorship Opportunities

Platinum: \$25,000

Stock an Emergency Response Vehicle during a disaster—including providing lunch, dinner and snacks for over 400 people for three days.

Listed as Presenting Sponsor on all materials; Company logo on digital invitations; Logo on event video presentation; Speak at event through pre-recorded video; Acknowledgement during Ball; Weekly social media promotion (8 weeks); Logo, with link, on event website; Year-long recognition signage in (6) Red Cross Blood Service Centers in Raleigh, Cary, Durham, Fayetteville, Greenville and Wilmington.

Diamond: \$20,000

Supports five blood drives. The Red Cross must collect nearly 13,000 blood donations daily, which requires skilled staff, specialized equipment, and transportation.

Listed as Premier Sponsor on all materials; Company logo on digital invitations; Logo on event video presentation; Acknowledgement during Ball; Weekly social media promotion (8 weeks); Logo, with link, on event website; Year-long recognition signage in (6) Red Cross Blood Service Centers in Raleigh, Cary, Durham, Fayetteville, Greenville and Wilmington.

Gold: \$15,000

Opens a shelter for four nights and provides meals, cots, blankets, and comfort kits for 150 people.

Listed as Premier Sponsor on all materials; Company logo on digital invitations; Logo on event video presentation; Acknowledgement during Ball; Bi-weekly social media promotion (8 weeks); Logo, with link, on event website; Year-long recognition signage in (5) Red Cross Blood Service Centers in choice of Raleigh, Cary, Durham, Fayetteville, Greenville and Wilmington.

Emerald: \$10,000

Helps send six volunteers to a disaster relief operation, includes: travel, lodging, food, and technical support for 11 days.

Acknowledgement during Ball; Bi-weekly social media promotion (8 weeks); Company logo, with link, on event website; and Year-long recognition signage in (4) Red Cross Blood Service Centers in choice of Raleigh, Cary, Durham, Fayetteville, Greenville and Wilmington.

Ruby: \$7,500

Helps fully stock an Emergency Response Vehicle with supplies for three days (includes meals and snacks, travel costs, and two staff members).

Company logo on event website; Bi-weekly social media promotion (8 weeks); and Year-long recognition signage in (3) Red Cross Blood Service Centers in choice of Raleigh, Cary, Durham, Fayetteville, Greenville and Wilmington.



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Sponsorship Opportunities

Silver: \$5,000

Provides financial assistance for eight families impacted by a local disaster, like a home fire.

Company logo on event website; Bi-weekly social media promotion (8 weeks); and Year-long recognition signage in (2) Red Cross Blood Service Centers in choice of Raleigh, Cary, Durham, Fayetteville, Greenville and Wilmington.

Auction: \$4,000

This sponsorship helps provide the auctioneer and technology to support a dynamic live event. Benefits include company logo on event website and bi-weekly social media promotion (8 weeks).

Mission: \$2,500

This sponsorship will allow you to honor a group of local emergency responders, police, active military and veterans and fire and rescue community partners making a difference each day, even during difficult times. The honorees will be recognized during the event and will receive a recognition plaque on behalf of your company and the Red Cross.

Hero: \$1,000

Honor an individual for acts of dedication and service to their community and lifesaving mission of the Red Cross. Heroes can include blood donors, blood drive sponsors, volunteers, educators, essential service workers and community leaders. Photos of heroes will be displayed during the virtual program and they will receive a certificate.

We Impact Lives Every Day



Every 60 seconds **20** people are assisted by the American Red Cross.



170 times a day, Red Cross workers help a family affected by a home fire or other disaster.



1,400 times a day, we provide services to military members, veterans and their families.



12,500 times a day, the Red Cross needs blood donations.



13,000 times a day, a person receives lifesaving Red Cross training.



683,000 times a day, a child receives a measles or rubella vaccination from the Red Cross and our partners.



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Sponsorship Opportunities at a Glance

	Platinum Sponsor \$25,000	Diamond Sponsor \$20,000	Gold Sponsor \$15,000	Emerald Sponsor \$10,000	Ruby Sponsor \$7,500	Silver Sponsor \$5,000
Logo displayed on screen during virtual event	✓					
Participate in pre-recorded video for virtual event	✓					
Company logo on digital save-the-date and invitations	✓	✓	✓			
Logo on event video presentation	full screen	full screen	full screen	half screen	half screen	half screen
Social media promotion and thank you recognition	weekly	weekly	bi-weekly	bi-weekly	bi-weekly	bi-weekly
Year-long recognition at Red Cross Blood Centers	6 centers	6 centers	5 centers	4 centers	3 centers	2 centers
Sponsor acknowledgement social graphic on four Red Cross social media channels	✓	✓	✓	✓	✓	✓
Company logo on event and auction website(s)	✓	✓	✓	✓	✓	✓
Recorded thank you message from Red Cross to share on company's social media channels	✓	✓	✓	✓	✓	✓
Recognition in correspondence to attendees	✓	✓	✓	✓	✓	✓
Company name in pre- and post-event media release	✓	✓	✓	✓	✓	✓
Personalized digital invitation to share with employees to attend virtual event at no cost	✓	✓	✓	✓	✓	✓



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Sponsor Information

Sponsorship Level:

- ☐ \$25,000 – Platinum ☐ \$20,000 – Diamond ☐ \$15,000 – Gold ☐ \$10,000 – Emerald
- ☐ \$7,500 – Ruby ☐ \$5,000 – Silver ☐ \$4,000 – Auction
- ☐ \$2,500 – Mission ☐ \$1,000 – Hero ☐ Other – \$ _____

Please provide the following contact information:

Company: _____ Main Contact: _____

Address: _____

City, State, Zip: _____

Phone: _____ Email: _____

Payment:

- ☐ Check ☐ Credit Card ☐ Please email me an invoice

Credit card information:

☐ Visa ☐ Discover ☐ MasterCard ☐ AmEx Please charge my credit card for \$ _____

Card Number _____ Exp. Date _____ Security Code _____

Signature _____

Make checks payable to: American Red Cross Amount of check enclosed \$ _____

Please send completed form and payment to:

American Red Cross • 100 N. Peartree Lane • Raleigh, NC 27610
Or your local Red Cross Chapter location

***Please send high-res logo by February 1, 2022.**

Tax ID # 53-0196605



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Auction Item Donations

Each year, our live and silent auctions are responsible for a large part of the event revenue. Your donation of items and/or services make a difference! Please consider donating an item that best represents your business.

Contact Information:

Company/Individual: _____ Main Contact: _____

Address: _____

City, State, Zip: _____

Phone: _____ Email: _____

Donated Item: _____ Retail Value: _____

Brief Description: _____

Preferred Donor Name for Auction Listing: _____

☐ Item will be delivered to local Red Cross Chapter on (date): _____

☐ Item will be mailed to 100 N. Peartree Lane, Raleigh, NC 27610 on (date): _____

☐ Item will be available for pick-up on (date): _____

Pick up instructions: _____

Signature: _____ Date: _____

Tax ID # 53-0196605



**American
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Internal Use Only

Ball Committee Member:
