

**32<sup>ND</sup> ANNUAL**

# *Red Cross Gala*

**RED CROSS STRONG:  
LIGHTING THE WAY**

*Sponsorship Opportunities*

Thursday, April 27, 2023 | 6:30 p.m. to 10 p.m.  
Union Station | 510 W. Martin Street | Raleigh, NC

**Benefitting Eastern North Carolina**



**American  
Red Cross**

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April 27, 2023 | Benefitting Eastern North Carolina

## Lighting the Way



Though it has been 140 years since Clara Barton founded the American Red Cross, the need to alleviate human suffering hasn't changed. Today, through the Red Cross 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.

As we move past the pandemic, the Red Cross Ball will return, reimagined as the **2023 Red Cross Gala**. This exciting, in-person event will take place on Thursday, April 27, at Union Station in downtown Raleigh. By hosting a fundraiser at this architectural landmark, modernized for elegance, we plan to party for the purpose of raising funds to be used locally to prevent and alleviate human suffering by helping people affected by disasters, supporting military families, delivering lifesaving blood and training critical lifesaving skills. It will be one of the most memorable and inspiring non-profit events of the year! It is also the largest local fundraising event for the American Red Cross Eastern North Carolina Region.

We ask that you consider the highest possible sponsorship level as you can for our 32<sup>nd</sup> annual fundraiser. 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**

Gala Chair

CEO, Craft Residential and Craft Commercial

**Barry Porter**

Regional CEO

American Red Cross of Eastern NC

## Red Cross Gala Chapter Leadership

### Triangle Area Chapter

Daniel Behanna, Board Chair

Paige Bivens, Lead

### Central North Carolina Chapter

Jennifer D'Agostino, Board Chair

Deb Rodgers, Lead

### Cape Fear Area Chapter

Kevin Briggs, Board Chair

Andrew Houston, Lead

### Northeastern North Carolina Chapter

Trevor Lane, Board Chair

Dr. Amanda Williams, Lead

### Sandhills Chapter

Trina Tiffany, Board Chair

Laurie Linder, Lead



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## Sponsorship Opportunities

### Presenting: \$50,000

Listed as Presenting Sponsor on all materials; Company logo on digital and printed invitations; Pre and post-event press release highlighting the partnership with the American Red Cross; Impact Report for company leadership and stakeholders; Logo on pre and post-e-blasts to event guests; Full-screen logo on event video presentation; Speak at the event or participate in a pre-recorded video; On-stage acknowledgment during the event; Logo on region and event websites; Social media promotion; Year-long recognition signage in (6) Red Cross Blood Service Centers in Raleigh, Cary, Durham, Fayetteville, Greenville and Wilmington; Logo on (2) Red Cross vehicles for a year; Logo at each place setting; Logo on mobile bidding app; One hotel room at The Casso Raleigh for the night of the event; Reserved VIP seating for 16 guests; and First right of refusal for 2024 Red Cross Gala.

### Platinum: \$35,000

Company logo on digital invitations; Pre and post-event press release highlighting the partnership with the American Red Cross; Impact Report for company leadership and stakeholders; Logo on pre and post-e-blasts to event guests; Mid-size logo on event video presentation; On-stage acknowledgment during the event; Logo on region and event websites; Social media promotion; Year-long recognition signage in (5) Red Cross Blood Service Centers in Raleigh, Cary, Durham, Fayetteville, Greenville or Wilmington; Logo on one Red Cross vehicle for a year; Logo at each place setting; Logo on mobile bidding app; and Reserved VIP seating for 16 guests.

### Diamond: \$25,000

Company logo on digital invitations; Pre and post-event press release highlighting the partnership with the American Red Cross; Large logo on event video presentation; On-stage acknowledgment during the event; Logo on region and event websites; Social media promotion; Year-long recognition signage in (4) Red Cross Blood Service Centers in Raleigh, Cary, Durham, Fayetteville, Greenville or Wilmington; Logo at each place setting; Logo on mobile bidding app; and Reserved seating for 16 guests.

### Ruby: \$15,000

On-stage acknowledgment during the event; Mid-size logo on event video presentation; Logo on region and event websites; Social media promotion; Year-long recognition signage in (3) Red Cross Blood Service Centers in Raleigh, Cary, Durham, Fayetteville, Greenville or Wilmington; Logo at each place setting; Logo on mobile bidding app; and Reserved seating for 10 guests.



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## Sponsorship Opportunities

### Gold: \$10,000

Logo on region and event websites; Mid-size logo on event video presentation; Social media promotion combined with other sponsors at this level; Year-long recognition signage in (2) Red Cross Blood Service Centers in Raleigh, Cary, Durham, Fayetteville, Greenville or Wilmington; Logo at each place setting; Logo on mobile bidding app; and Reserved seating for 8 guests.

### Emerald: \$7,500

Logo on region and event websites; Mid-size logo on event video presentation; Social media promotion combined with other sponsors at this level; Year-long recognition signage in (2) Red Cross Blood Service Centers in Raleigh, Cary, Durham, Fayetteville, Greenville or Wilmington; Company name at each place setting; and Reserved seating for 6 guests.

### Silver: \$5,000

Logo on region and event websites; Small logo on event video presentation; Social media promotion combined with other sponsors at this level; Year-long recognition signage in (2) Red Cross Blood Service Centers in Raleigh, Cary, Durham, Fayetteville, Greenville or Wilmington; Company name at each place setting; and Reserved seating for 4 guests.

## 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.



**1,500** 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.



**570,000** times a day, a child receives a measles or rubella vaccination from the Red Cross and our partners.



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## Sponsor Information

### Sponsorship Level:

- ☐ \$50,000 – Presenting    ☐ \$35,000 – Platinum    ☐ \$25,000 – Diamond    ☐ \$15,000 – Ruby  
☐ \$10,500 – Gold    ☐ \$7,500 – Emerald    ☐ \$5,000 – Silver    ☐ 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 vector AI or EPS file logo, or high-resolution (minimum of 300 dpi), transparent background PNG by January 20, 2023.

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.

Donated Item: \_\_\_\_\_ Retail Value: \_\_\_\_\_

Brief Description: \_\_\_\_\_

### Contact Information:

Company/Individual: \_\_\_\_\_ Main Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

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



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**Internal Use Only**  
Gala Committee Member:

\_\_\_\_\_