

34th Annual South Carolina Red Cross Gala 2026

SATURDAY, MARCH 21



American Red Cross
South Carolina Region

Sponsorship Opportunities

The Red Cross Gala is an annual volunteer-led fundraiser that celebrates the lifesaving mission of the American Red Cross. We are excited to continue the legacy of our event as we raise vital funds to support Red Cross programs and services throughout the state of South Carolina.

Blood ▪ Disaster ▪ Armed Forces ▪ Training ▪ International

Your support enables our workforce—more than 90 percent volunteers—to help millions of people nationwide.

Statistics reflect service delivery between July 1, 2023–June 30, 2024.



Engaged nearly **300,000 volunteers** as the majority of the American Red Cross workforce



Provided more than **460,000 case services** to active service members, veterans and their families



Taught lifesaving **CPR, AED and First Aid** to more than **8.4 million people**



On average, the Red Cross collects blood and platelet donations at approximately **500 blood drives** and donation centers nationwide daily



The Red Cross responds to a disaster in local communities **every eight minutes**, and more than **175 times a day**, Red Cross workers help a family affected by a home fire or other disaster



Collected more than **4.5 million units** of lifesaving blood and more than **1 million platelet donations**

Over the last year, the South Carolina Region has prevented and alleviated human suffering in the face of emergencies.

Statistics reflect service delivery between January 1, 2024 to December 31, 2024.



More than **3,099 volunteers** donated their time and effort within our region



Provided more than **7,000 services** to active military, veterans and their families



Taught lifesaving **CPR, AED and First Aid** to more than **20,000 people**



Responded to over **1,500 disaster events** and assisted more than **5,200 people**



Collected more than **67,000 units** of lifesaving blood

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Sponsor Benefits	Presenting \$35,000	Gold \$10,000	Bronze \$5,000
Marketing Visibility			
Opportunity for Company Executive to Address Event Guests	✓		
Verbal Sponsor Recognition During Event	✓	✓	
Printed Event Save-the-Date and Invite	Logo	Logo	Name Listed
Printed Event Program	Logo and 2 Full-Page	Logo and 1 Full-Page ad	Name Listed
E-blasts to Event Guests	Logo	Logo	Name Listed
Featured on Registration and Bidding	Logo	Logo	Name Listed
Featured on Red Cross Event Website	Logo w/ Hyperlink	Logo w/ Hyperlink	Name Listed w/ Hyperlink
Ad Space for Pre-Event Slideshow	Full Slide	Half Slide	Quarter Slide
Event Press Release	Name Listed	Name Listed	
Social Media Visibility			
Recognition on Regional Social Media	✓	✓	
Sponsor Perks			
Gala Tables	Premier Table for 20	Table for 10	Table for 10
Hotel Rooms at the Hyatt on Night of Event, Saturday, March 21 st	10 rooms	5 rooms	
Private Vintner Wine Service at the Gala	✓		
Friday Night private Vintner tasting including appetizers in private room	✓		

Sponsorship Upgrade Add-Ons	\$5,000	\$2,500
VIP Wine Tasting Before Gala (up to 10 guests)		✓
Private Vintner Wine Service at the Gala	✓	
Logo on Cocktail Napkins (Exclusive)	✓	
Live Auction Sponsor (Exclusive)		✓
Silent Auction Sponsor (Exclusive)		✓
Logo on Wine Glass (Exclusive)	✓	

Deadlines

Sponsorship commitment is accepted on a rolling basis; benefits are active upon commitment.

Sponsorship benefits are contingent on the date of sponsor commitment.

- Save the Date cut-off is September 10, 2025
- Invite cut-off is December 1, 2025
- Program cut-off is February 20, 2026
- Guest names for hotel rooms due February 27, 2026 (Room rates increase after this date)
- Table guest names, phone number and emails are due by March 6, 2026
- Sponsor payment is due by March 20, 2026

For questions regarding your sponsorship, please contact: Kelli.Longe@redcross.org