

35TH ANNIVERSARY

Red Cross Gala

Saturday, February 20, 2027



American Red Cross
South Carolina Region

Sponsorship Opportunities

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

Statistics reflect service delivery between July 1, 2025-June 30, 2026.

Disaster Response & Home Fire Campaign



1,647 disasters responded to,
mostly home fires



2,026 people assisted, provided
more than \$1.3 million in
financial assistance for recovery



2,660 homes made safer and
9,255 free smoke alarms
installed



146 lives saved by smoke alarms
installed and fire safety education
in our region since 2014

Biomedical Services



62,555 units of blood collected from
volunteer blood donors



17,962 units of platelets were collected
for patients facing cancer and other illnesses



2,978 blood drives conducted across
our region

Service to the Armed Force



Provided 4,498 services to military
members veterans and families



1,522 military, veterans and families served through
emergency communications and critical need

Training Service



Over 41,000 people trained in First Aid/CPR/AED



4,219 people trained in water safety/ aquatics

Volunteer Services



3,845 active volunteers in our region



Over 111,000 hours of service completed
by our regional volunteers

Red Cross Gala

Sponsor Benefits	Presenting \$35,000	Gold \$10,000	Bronze \$5,000
Opportunity for Company Executive to Address Event Guests	✓		
Verbal Sponsor Recognition During Event	✓	✓	
Digital Save the Date and Printed Invitation	Logo	Logo	Name Listed
Printed Event Program	Logo and 2 Full-Page ads	Logo and 1 Full-Page ad	Name Listed
E-blasts to Event Guests	Logo	Logo	Name Listed
Featured on Registration and Bidding Platform	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
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, February 20 th	10 rooms	5 rooms	
Private Vintner Wine Service at the Gala	✓		
A Toast to Humanity: The Red Cross Vintner Reception*	✓		

Sponsorship Upgrade Add-Ons	\$10,000	\$5,000	\$2,500
A Toast to Humanity: The Red Cross Vintner Reception*		10 Tickets	5 Tickets
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)	✓		
Interested in other partnership opportunities? Please contact your Philanthropy Officer.			

*A Toast to Humanity: The Red Cross Vintner Reception - An exclusive, invite-only Friday evening experience on February 19, featuring exceptional wines and meaningful moments that honor the lifesaving mission of the American Red Cross.

Deadlines

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

- Save the Date logo cut-off is August 15, 2026
- Invite logo cut-off is November 2, 2026
- Program logo cut-off is January 21, 2027
- RSVP by February 10, 2027
- Guest names for hotel rooms due January 28, 2027 (Room rates increase after this date)
- Table guest names, phone number and emails are due by February 10, 2027
- Sponsor payment is due by February 19, 2027