

THE BASH

A SALUTE TO SERVICE

March 30, 2022 | 5:00 p.m.

MOBILIZE

SUPPORT PACKET



**American
Red Cross**

The American Red Cross prevents and alleviates human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors.

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“With our global Red cross partners, we comprise the largest humanitarian network in the world.”

For more than 140 years, the American Red Cross has been helping neighbors down the street, across the country and around the world. As the nation's premier emergency preparedness and response organization, the Red Cross is there through every imaginable crisis helping people prevent, prepare for and respond to emergencies. Along with our global Red Cross partners, we comprise the largest humanitarian network in the world.

EVENT HISTORY

The Red Cross established the BASH event in Sacramento, CA, to raise public awareness of the mission of the Red Cross. With a “MASH” military theme, this one-of-a-kind celebration allows us to honor the heritage of our organization and particularly the work of our founder, Clara Barton. Ever since Clara tended to wounded soldiers during the Civil War, it has been the mission of the Red Cross to care for our men and women in uniform — and for those

in immediate need. We invite guests to press their military uniforms and polish their brass, find some scrubs, or throw on their favorite Hawaiian shirt and join us as we celebrate our critical, lifesaving work.

EVENT DETAILS

This year's BASH will feature an evening reception to celebrate National Red Cross Month, which began nearly 80 years ago when U.S. presidents began proclaiming March as a time to recognize those who support the lifesaving mission of the American Red Cross — powered by a workforce that is more than 90% volunteers. This year in particular — nearly two years since COVID-19 was declared a global pandemic — is a time to recognize the humanitarian spirit that inspires compassionate people to step up to help when help can't wait. Your sponsorship is tax deductible. For every level of sponsorship, 100% of the gift is tax deductible. The EIN for the American Red Cross is 53-0196605.

YOUR SUPPORT MAKES AN IMPACT

In 2020, the CA Gold Country Region provided help and hope to many in need:



Served more than
167,000 meals
and snacks



Responded to **500**
home fires, providing
immediate assistance



Provided emergency
services for **2,118**
service members



Collected
5,785 units of
lifesaving blood



Enrolled **16,329**
people in first aid/
CPR/AED training



Hosted virtual
preparedness training
for **443** adults and youth



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Your gift to THE BASH supports the full mission of the Red Cross, giving us the flexibility to respond whenever and wherever we're needed. Our regional presence ensures volunteers are available to provide local, lifesaving support through various lines of service:

Blood Services:

Supporting the nation's blood supply by ensuring blood and blood products are available when needed.

Disaster Relief:

Offering critical support, ranging from food and financial support to a warm place to sleep when families lose everything.

Service to the Armed Forces:

Supporting military members, veterans and their families through times of emergency.

Training Services:

Equipping citizens to save lives through courses like First Aid, CPR and AED.

Your support enables us to bring help and hope to people in their darkest hours. On behalf of those we serve, thank you for standing with us!

PRESENTING SPONSOR \$25,000

- Event naming ("presented by")
- Opportunity to share partnership testimonial during event program
- Premier logo placement during event program and ability to provide branded swag items to event guests
- Exclusive mention in event press release and media alert
- Exclusive social media highlights, pre- and post-event
- Premier logo placement on electronic save the date, invitation and online auction site
- Logo and link on regional website and event landing page
- Reception access for 10+ guests

GENERAL SPONSOR \$10,000

- Ability to provide branded swag items to event guests
- Logo recognition on online auction site
- Mention in event press release and media alert
- Social media highlight pre- and post-event
- Logo placement on electronic save the date and invitation
- Logo recognition during event program
- Logo and link on event landing page
- Reception access for up to 10 guests

MAJOR SPONSOR \$7,500

- Mention in event press release and media alert
- Social media highlight pre- and post-event
- Logo placement on electronic invitation
- Logo recognition during event program
- Logo and link on event landing page
- Reception access for up to 8 guests

CAPTAIN SPONSOR \$5,000

- Social media highlight post-event
- Logo placement on electronic invitation
- Logo recognition during event program
- Logo on event landing page
- Reception access for up to 6 guests

LIEUTENANT SPONSOR \$2,500

- Logo placement on electronic invitation
- Logo recognition during event program
- Logo on event landing page
- Reception access for up to 4 guests



**American
Red Cross**

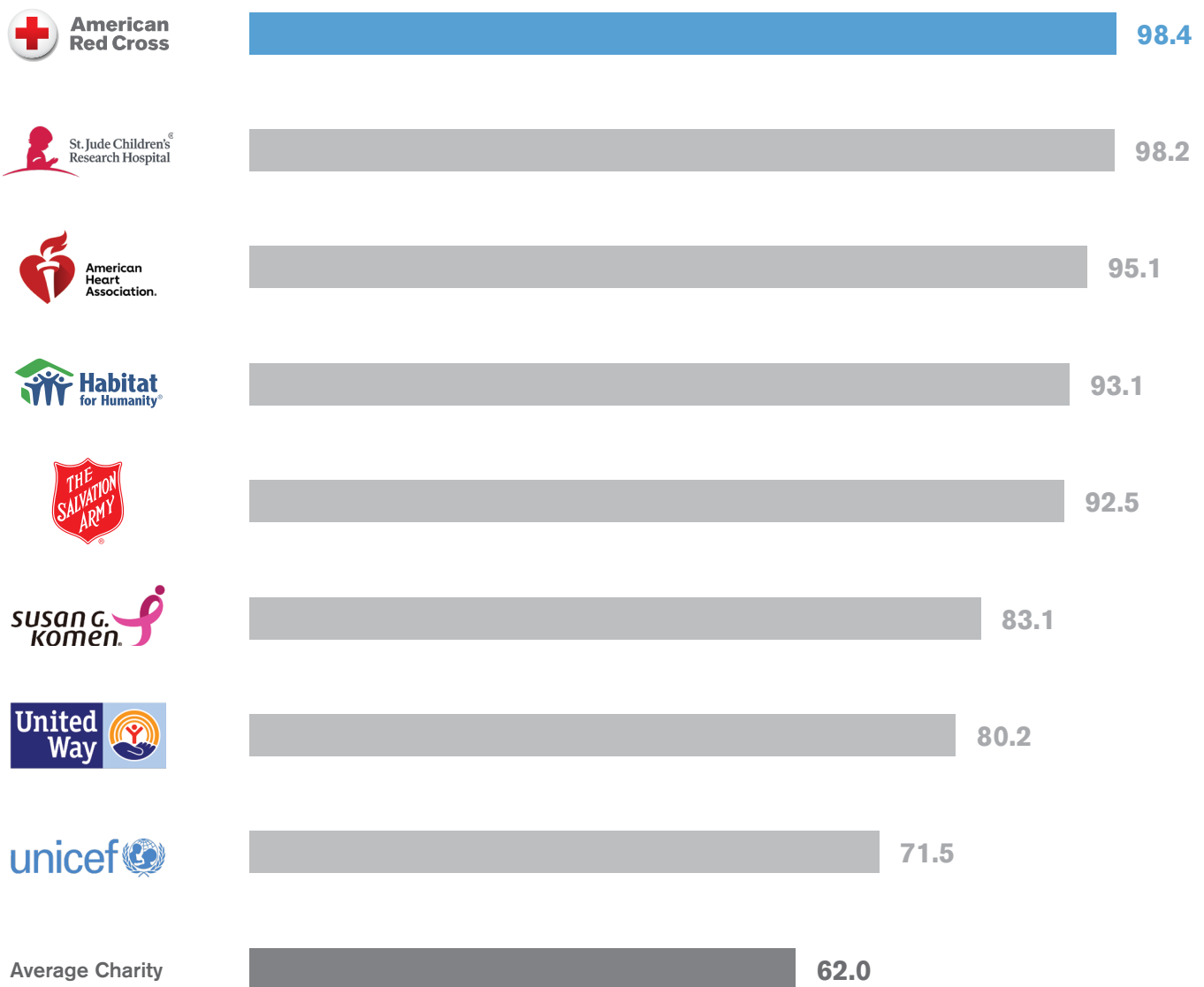
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American Red Cross offers partners more brand lift than any other leading charity.

THE POWER OF THE RED CROSS BRAND

The columns show brand stature—a measure of public knowledge and esteem—compared to the average charity. Greater brand stature means greater brand lift for partners.



Source: BrandAsset® Valuator—the “largest and leading empirical study of brands.” Five year average on a 100 point scale, 2012-2017.

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WEDNESDAY, MARCH 30 2022, 5:00 P.M.

5:00 p.m. Cocktails & Appetizers

6:00 p.m. Program & Bidding

7:30 p.m. Event Conclusion & Auction Close

Sutter Health Park, 400 Ballpark Dr.,
West Sacramento, CA 95691

DONOR INFORMATION

Sponsor Name _____

Please list as you would like your company name to appear at the event

Contact Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

LEVEL OF SUPPORT

We will support the Red Cross at the following level:

- | | | |
|--|--|---|
| <input type="checkbox"/> Presenting Sponsor \$25,000 | <input type="checkbox"/> Major Sponsor \$7,500 | <input type="checkbox"/> Lieutenant Sponsor \$2,500 |
| <input type="checkbox"/> General Sponsor \$10,000 | <input type="checkbox"/> Captain Sponsor \$5,000 | |

PAYMENT INFORMATION

Payment Questions? Contact Laura Thomson at 916-993-7082 or GCSESpecialEvents@redcross.org.

☐ Paid online at redcross.org/BASH

☐ Check enclosed in the amount of \$ _____ (Payable to The American Red Cross)

Please include "BASH" in the memo line

☐ Visa ☐ MasterCard ☐ Amex

Card _____ Exp. Date _____ Signature _____

Mail or email this form to:

American Red Cross

Attn: THE BASH

1565 Exposition Boulevard, Sacramento, CA 95815

GCSESpecialEvents@redcross.org

Sponsor Artwork:

Please forward your logo in PDF or EPS format to GCSESpecialEvents@redcross.org by February 4, 2022.

Proceeds will support the programs and services of our local Red Cross:

For more information visit redcross.org/goldcountry.

BLOOD SERVICES | DISASTER RELIEF | SERVICE TO THE ARMED FORCES | TRAINING

Thank you for your support!



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Red Cross**