

# RED CROSS BASH

◆ Celebrating Those Who Give ◆

March 21, 2024



**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.

# RED CROSS BASH

◆ Celebrating Those Who Give ◆



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.

## MARCH IS RED CROSS MONTH

The tradition of March being declared Red Cross Month began in 1943 with a proclamation from President Franklin D. Roosevelt. For nearly 80 years since, all U.S. presidents have designated this month the same way.

This March, we are honored to recognize those who have answered the call to help others under our Red Cross emblem that continues to stand for help and hope during the most challenging of times.

We salute those who make a difference in our local community by donating blood or platelets; volunteering to help people affected by a disaster; taking a first aid or CPR class to help in an emergency; or providing comfort to a member of the military, a veteran or their family.

## EVENT DETAILS

**Wear Your Red** to the evening reception recognizing community partners, honoring donors, and educating community members on the critical life-saving work of the Red Cross. We will be hosting the event on March 21, 2024, at The Elks Tower in Sacramento. The event will include a buffet dinner, live-auction and inspiring program to generate financial support for Red Cross programs and services throughout 26 counties of the CA Gold Country Region.

Join us as we celebrate the humanitarian spirit that inspires compassionate people to step up to help when help can't wait.

For every level of sponsorship, the gift is tax deductible. The EIN for the American Red Cross is 53-0196605.

---

**RED CROSS BASH**  
**Thursday, March 21, 2024**  
**6:00 p.m. to 9:00 p.m.**  
**Elks Tower**  
**921 11th Street, Sacramento, CA 95814**



**American  
Red Cross**



# RED CROSS BASH

◆ Celebrating Those Who Give ◆



Your gift 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.

## **International Services**

Working closely with the global Red Cross and Red Crescent network, we provide support with disaster relief and strive to eliminate measles and rubella.

**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**

- Industry exclusive event naming opportunity ("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 and invitations
- Logo and link on regional website and event landing page
- Event access for up to 20 guests, 2 tables

### **LIFESAVER SPONSOR \$5,000**

- Social media highlight post-event
- Logo placement on electronic invitation
- Logo recognition during event program
- Logo on event landing page
- Event access for up to 10 guests, 1 table

### **RESILIENCY SPONSOR \$2,500**

- Name on event landing page
- Event access for up to 4 guests

### **ADVOCACY SPONSOR \$1,500**

- Name mention on event landing page
- Event access for 2 guests

### **AWARD SPONSOR \$10,000**

- Opportunity to present a community award as part of the program
- Ability to provide branded swag items to event guests
- 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 regional website
- Event access for up to 10 guests, 1 table



**American  
Red Cross**

# RED CROSS BASH

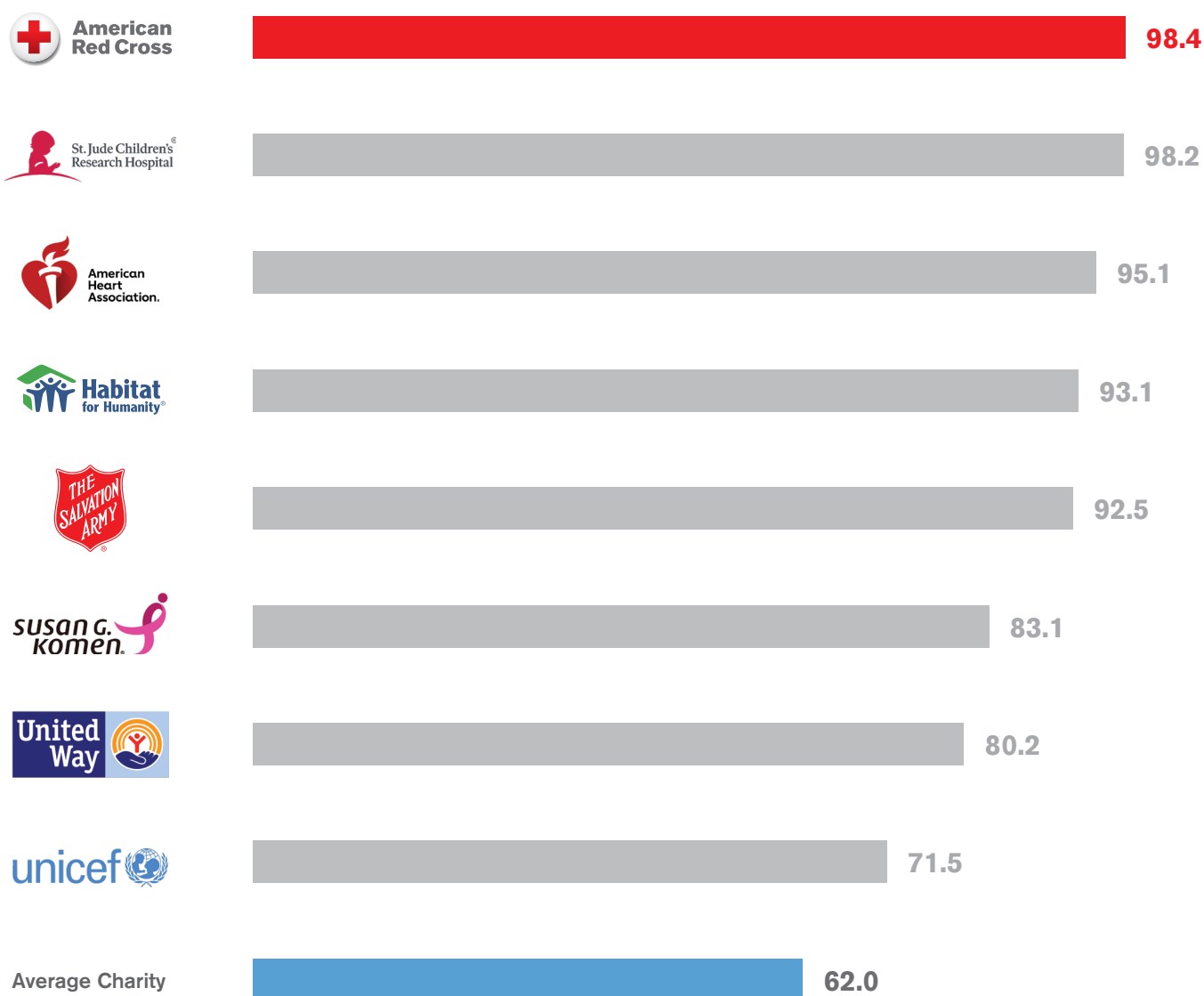
◆ Celebrating Those Who Give ◆



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.

# RED CROSS BASH

◆ Celebrating Those Who Give ◆



## COMMITMENT FORM

### DONOR INFORMATION

Sponsor Name \_\_\_\_\_

*Please print your/your company name exactly as you would like it to be listed on all print and web-based promotional materials.*

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

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

### LEVEL OF SUPPORT

We will support the Red Cross at the following level:

☐ Presenting Sponsor \$25,000

☐ Lifesaving Sponsor \$5,000

☐ Advocacy Sponsor \$1,500

☐ Award Sponsor \$10,000

☐ Resiliency Sponsor \$2,500

### PAYMENT INFORMATION

Payment Questions? Contact the Red Cross Development Team at 916-993-7082 or [GCSpecialEvents@redcross.org](mailto:GCSpecialEvents@redcross.org).

☐ 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: Development  
1565 Exposition Boulevard  
Sacramento, CA 95815  
[GCSpecialEvents@redcross.org](mailto:GCSpecialEvents@redcross.org)

#### Sponsor Deadline & Artwork Submission

Please submit your commitment form and logo to [GCSpecialEvents@redcross.org](mailto:GCSpecialEvents@redcross.org).

We encourage high resolution (300 dpi) AI, EPS, or JPEG files with fonts embedded or outlined.

**Deadline: January 15th, 2024**

Proceeds will support the programs and services of our local Red Cross:  
**For more information visit [redcross.org/celebrateRC24](http://redcross.org/celebrateRC24)**

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

**Thank you for your support!**



**American  
Red Cross**