

RED CROSS BASH

◆ Celebrating Those Who Give ◆

Scotia | March 3 | Scotia Lodge

Chico | March 16 | Manzanita Place

Sacramento | March 30 | Sutter Health Park



**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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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.

CAMPAIGN HISTORY

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 our volunteers and employees who make a difference in their communities 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.

CAMPAIGN DETAILS

This year's campaign will feature a month-long celebration of National Red Cross Month throughout 26 counties of Northern California. In addition, the CA Gold Country Region of the American Red Cross will host a BASH in three signature cities: Scotia, Chico and Sacramento.

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.

Scotia

Friday, March 3, 2023

5:00 p.m. to 8:00 p.m.

Scotia Lodge, Scotia | 100 Main St
#361, Scotia, CA 95565

Chico

Thursday, March 16, 2023

5:00 p.m. to 8:00 p.m.

Manzanita Place | 1705 Manzanita Ave
Chico, CA 95926

Sacramento

Thursday, March 30, 2023

5:00 p.m. to 8:00 p.m.

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

YOUR SUPPORT MAKES AN IMPACT

In Fiscal Year 2022, the CA Gold Country Region provided help and hope to 63,751 people.



Served more than
42,000 meals
and snacks



Responded to **680**
home fires, providing
immediate assistance



Provided **1,776** emergency
services to military members,
veterans, and their families.



Collected
6,149 units of
lifesaving blood



Enrolled **21,733**
people in first aid/
CPR/AED training



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

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



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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.

Sponsor benefits apply to all three events, including region-wide promotion throughout 26 counties of Northern CA during the month of March, 2023.

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-events
- 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 10 guests

AWARD SPONSOR \$10,000

- Opportunity to present a volunteer recognition 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-events
- Logo placement on electronic save the date and invitation
- Logo recognition during event program
- Logo and link on event landing page
- Event access for up to 8 guests

LIFESAVER SPONSOR \$5,000

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

RESILIENCY SPONSOR \$2,500

- Logo placement on electronic invitation
- Logo on event landing page
- Event access for up to 4 guests

ADVOCACY SPONSOR \$1,000

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



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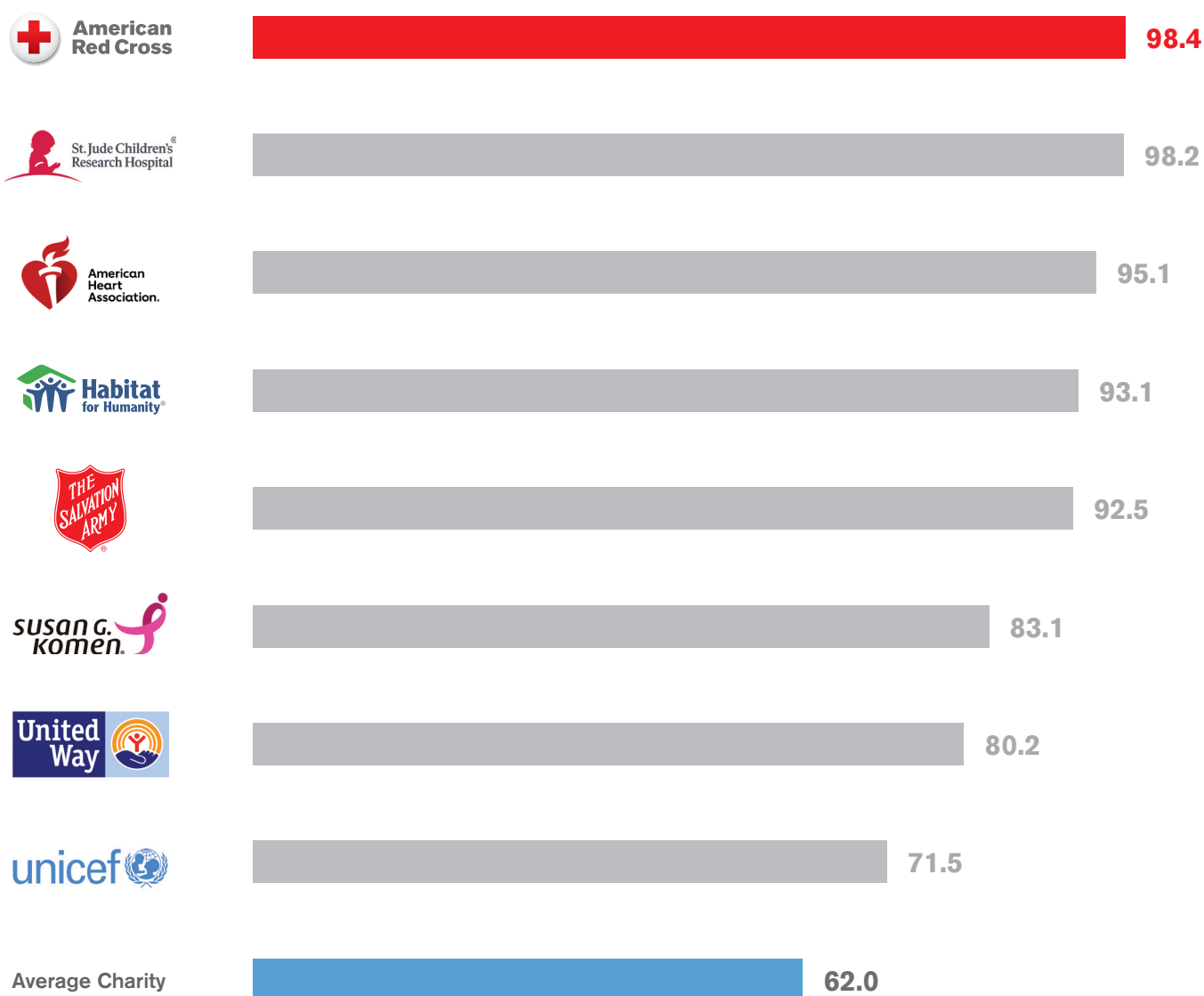
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American Red Cross offers partners more brand lift than any other leading charity.

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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Scotia, March 3

Chico, March 16

Sacramento, March 30

5:00 p.m. Networking & Reception

6:00 p.m. Program & Awards Dinner

8:00 p.m. Event Conclusion

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 \$1,000

☐ 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.

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

Please include "MIRCM" 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

Sponsor Deadline & Artwork Submission

Please submit your commitment form and logo to GCSpecialEvents@redcross.org by January 27, 2023.

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

Proceeds will support the programs and services of our local Red Cross:
For more information visit redcross.org/celebrateRC23

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

Thank you for your support!



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