



American Red Cross
Diversity in Philanthropy
Speaker Series

JUNE 2021 ▪ OCTOBER 2021 ▪ JANUARY 2022

Sponsorship Opportunities

For more information on the speaker series, visit
redcross.org/speakerseries or contact

American Red Cross

What is the American Red Cross Diversity in Philanthropy Speaker Series?

The Diversity in Philanthropy Speaker Series features local and national leaders who utilize their perspectives, ideas and experiences to influence philanthropic decisions. Those decisions ultimately help to prevent and alleviate human suffering. The series will highlight stories of those who have been impacted in our local community and across the world. Corporate, individual, and foundation donors will share the “why” behind their philanthropic decisions, and attendees will have the opportunity to make a difference.

Series Schedule and Topics of Discussion

June 4, 2021—Women and Our Armed Forces

October 8, 2021—Alleviating Human Suffering

January 21, 2022—The Need for Blood is Constant

All events will be held virtually from 8:00 to 9:00 a.m. on the dates listed.

Events may pivot to in-person events when COVID-19 guidelines allow, and comparable benefits will be provided should that occur.

Individual Tickets: This event is free to attend. Pre-registration is requested.

Sponsorships start at \$2,500

Payment Schedule

Payment can be made by check or credit card during the first three months of your sponsorship. An invoice can be sent upon request.

Sponsorship Levels and Benefits

Benefits	Presenting Sponsor \$30,000	Supporting Sponsor \$20,000	Speaker Sponsor \$10,000	Event Sponsor \$5,000	Patron Sponsor \$2,500
Alignment with the American Red Cross, one of the most recognizable brands in the world	Included	Included	Included	Included	Included
Event links to each event in the series	20	20	10	10	10
Recognition on digital event assets including event email invitations, registration pages, and Red Cross websites	Logo	Logo	Logo	Name on invitations and websites only	Name on invitations only
Co-branded social media post for each event	Included	Included	Included		
Verbal acknowledgment during event	Included	Included			
Opportunity to introduce keynote speaker at each event	Included				
Prominent logo on screen during events	Included				
Logo recognition on print materials (if any)	Included				
Tax deductible amount: \$	\$24,430	\$15,623	\$7,770	\$2,950	\$466

Additional Event Sponsorship Details

- All sponsorships include the three events listed herein.
- Sponsorships will include the next three upcoming events based on when you commit to your sponsorship. For example, if you commit on June 25, 2021, your sponsorship will cover the next three events in the series.
- If you wish to sponsor just one of the speaker series events, the sponsorship cost is half of the listed price.

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Commitment Form

Please print your Company/Foundation/Name exactly as you would like it to be listed on all promotional materials.

Company/Foundation/Name

Contact Name

Title

Address

Phone

Email

Today's Date

Select your sponsorship level:

Presenting Sponsor \$30,000

Supporting Sponsor \$20,000

Speaker Sponsor \$10,000

Event Sponsor \$5,000

Patron Sponsor \$2,500

Payment Information

Enclosed is my check payable to American Red Cross in the amount of \$ _____

Please charge my credit card \$ _____ Visa Mastercard American Express

Name (as it appears on card)

Card Number

Expiration Date

Billing Address (if different from above)

Please note: To comply with your sponsor recognition benefits, please send your logo in a high-resolution JPG to Libby Richardson. Please do not send a PDF of the logo. For sponsor listing and recognition, please provide the company's name exactly as it should appear on all materials. If we do not receive these materials with your commitment form, we cannot guarantee inclusion or recognition as listed.

Please return form and materials to Libby Richardson at libby.richardson@redcross.org.



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