

The American Red Cross of Eastern New York

FIRE & ICE *Gala* 2023

VIP RECEPTION | AUCTION | DINNER AND PROGRAM | DANCING

SPONSORSHIP OPPORTUNITIES

Support the lifesaving work of the American Red Cross



Friday, March 31, 2023 | 6:30 pm to 11:00 pm | Albany Capital Center

100% of proceeds support American Red Cross programs and services.



American Red Cross
Eastern New York Region

FIRE&ICE Gala 2023



Thank you for considering a sponsorship for our 2023 Fire & Ice Gala.

We are excited to return to the **Albany Capital Center on Friday, March 31** to celebrate the unstoppable mission of the American Red Cross and the spirit of humanitarianism that drives our lifesaving work in our communities every day.

Your support makes a difference to the thousands of Eastern New York neighbors helped by your local Red Cross each year through disaster relief, collecting and delivering lifesaving blood, health and safety programs and trainings, and supporting military families.

We are also thrilled to be recognizing **Albany Med Health System** as our first **Humanitarian Spirit Award** recipient for their work in providing lifesaving care and essential resources in our communities, and longstanding partnership with the American Red Cross. We hope you will join us in celebrating them.

Thank you for your continued support of the American Red Cross mission.

We look forward to having you join us in March.

Cheers,

Kevin Coffey
Regional Chief Executive Officer



American Red Cross
Eastern New York Region

FIRE & ICE Gala 2023

Friday, March 31, 2023 | Albany Capital Center

Join us for an incredible evening of:

Inspirational stories celebrating the mission of the American Red Cross

VIP Reception for top sponsors

Dancing and live music by Soul Session

Dinner and open bar by Mazzone Hospitality

Silent auction with mobile bidding

Designer jewelry items at our Frank Adams Jewelers® Ice Bar

Opportunities to get involved with your local American Red Cross

HONORING ALBANY MED HEALTH SYSTEM

Humanitarian Spirit Award Recipient

The Humanitarian Spirit Award recognizes an individual, group, or organization that embodies the spirit of humanitarianism personified by our American Red Cross founder, Clara Barton, in her mission to put others before self.

Steering Committee Co-Chairs

Kate Otis, Saratoga National Bank & Trust Company | Laura Petrovic, Renaissance Albany

Steering Committee Members

Abigail Adams	Kevin Coffey	Paul Hook	Maureen Neufeld	Rich Sleasman
Gwennan Booth	Robert Daggett	Jaime Kazlo	Josh O'Leary	Lauren Whitman
Gabby Calabrese	Stacey Dailey-Roussin	Jill Luther	Elide Oyanedel	Katie Zalewski
Lee Carman	Erica DeNicola-Scher	Vince Miles	Kate Qualters	
Jennifer Cassidy	Derek Dobson	Rachael Murray		



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Supporting Our Mission

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.

Mission Spotlight



As an AmeriCorps member in Red Cross Disaster Cycle Services, I wear many hats: preparedness, response, and recovery — the ever-important triangle of disaster operations. On July 4, 2022, I was deployed

to a devastating fire at an apartment complex in Clifton Park. Among those affected were a 43-year-old man and his son. Although they walked away safely, they lost everything in that fire. Everything. This man lost the last remnants of his father, the meaningful heirlooms he meant to pass on to his son, valuable possessions, important identification cards, and they lost their home.

This man sat devastated in the Red Cross office on the brink of tears with no idea what to do next. It's never enough, but we provided monetary assistance, comfort kits, and a plethora of resources. When disasters happen in our community, it reminds me how important my many hats are, especially preparedness: community education, installing smoke alarms, inspiring youth to action, and training our Red Cross volunteers in disaster operations lay the foundation for helping our neighbors prepare for disaster. On that fateful day, a man without hope came to our office with nowhere to go and left with tools to help him rebuild and start a new foundation.

Jahmakah-Lynn Seals

AmeriCorps Member, Disaster Cycle Services
American Red Cross Eastern New York

Here is how the American Red Cross Eastern New York Region has impacted lives this past year:



Responded to **684** local disasters, providing relief to **1,264** families impacted by home fires, floods and other emergencies.



Installed **2,563** free smoke alarms and made **1,401** local homes safer by presenting fire safety education and other lifesaving resources.



Trained **4,503** people in free disaster training programs to help adults and children prepare for emergencies.



Served **2,458** military families and provided **6,705** case services to aid veterans, service members and their families.



Enrolled **43,285** people in first aid, CPR, water safety, babysitting and other lifesaving skills.



Collected **101,928** units of blood from volunteer donors to support area hospitals and patients in need.



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Sponsorship Opportunities and Benefits

	Clara Barton Presenting Sponsor \$25,000	Humanitarian Sponsor \$10,000	Compassion Sponsor \$7,500	Mission Sponsor \$5,000	Table Sponsor \$3,000
Event Guest Benefits					
Event Tickets	20 with premier seating	12 with premier seating	10 with prime seating	10 with prime seating	8 with reserved seating
VIP Reception	✓	✓	✓	✓	
Verbal Thank You During Program	✓	✓	✓		
Naming Opportunity	Full event	*Included	*Included		
Acknowledgement Benefits (Deadlines Apply)					
Print and Email Invitations	Largest logo	Logo	Logo	Name	Name
Event Webpage	Largest logo	Logo	Logo	Name	Name
Bidding/Giving Webpage	Logo on all slides	Logo	Logo		
Social Media	Included in all event posts, logo on web banner	Two mentions, logo on web banner	One mention, logo on web banner	One mention, name on web banner	One mention
Table Signage	Logo	Logo	Logo	Name	Name
Digital Event Signage	Logo on all slides	Logo	Logo	Name	Name
Your Lasting Impact					
Mission Impact— how your dollars support locally	Opens a shelter for two nights	Operates two blood drives to collect lifesaving blood	Installs 500 smoke alarms	Provides one day of food and shelter for 100 people	Delivers emergency communications and critical services to 96 military families

*Naming Opportunities for Humanitarian and Compassion Sponsors include:

- Cocktail Hour
- Musical Entertainment
- Raise for Relief Paddle Raise
- Silent Auction



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Honorary Committee Membership Opportunities and Benefits

	Honorary Committee Patron \$1,500	Honorary Committee Couple \$500	Honorary Committee Individual \$300
Event Guest Benefits			
Event Tickets	6	2	1
Acknowledgement Benefits (Deadlines Apply)			
Print and Email Invitations	✓	✓	✓
Digital Signage at Event	Name	Name	Name
Your Lasting Impact			
Mission Impact—how your dollars support locally	Provides 300 Red Cross blankets for people impacted by disasters	Provides 500 measles vaccinations	Deploys an Emergency Response Vehicle for one day

Please return the enclosed form by **Friday, January 6** to receive print benefits.



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FIRE & ICE Gala 2023

Sponsorship Commitment

To be included in the event invitation, please reply by **Friday, January 6, 2023.**

Company/Foundation/Name _____

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

Point of Contact

Name (if different than above) _____ Title _____

Address _____

Phone _____ Email _____

Contact person for obtaining logo* _____

Phone _____ Email _____

*Please send logo to Development.ENY@redcross.org

Select your sponsorship level:

- ☐ Presenting Sponsor (\$25,000)
- ☐ Humanitarian Sponsor (\$10,000)
- ☐ Compassion Sponsor (\$7,500)
- ☐ Mission Sponsor (\$5,000)
- ☐ Table Sponsor (\$3,000)
- ☐ Honorary Committee Patron (\$1,500)
- ☐ Honorary Committee Couple (\$500)
- ☐ Honorary Committee Individual (\$300)

Naming Opportunities (Humanitarian and Compassion Sponsors):

Please indicate your top two choices in order of preference.

- _____ Cocktail Hour
- _____ Musical Entertainment
- _____ Raise for Relief Paddle Raise
- _____ Silent Auction

Please accept this form as my commitment to the Red Cross Eastern NY Fire & Ice Gala 2023.

- ☐ Please send an invoice.
- ☐ I will pay by credit card online at redcross.org/ENYGALA.
- ☐ A check payable to the American Red Cross of Eastern New York is enclosed.
- ☐ Please charge my ☐ MasterCard ☐ Visa ☐ AMEX ☐ Discover

Card number _____

Name as it appears on card _____

Billing Address _____

Exp. Date _____

Please see back page to provide guest information.



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Event Guest Names

Early RSVPs are welcomed and appreciated. The deadline to submit guest names is **Friday, March 17, 2023.**

☐ **Yes! I/We plan to attend and**

☐ I have listed guest names below.

☐ I will send guest names by email as soon as possible.

☐ I/We do not plan to attend.

☐ I/We will be attending as part of another party
and will not use these seats.

	Name	Email	Mobile Phone
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
12			
13			
14			
15			
16			
17			
18			
19			
20			

Guest names can also be emailed to Development.ENY@redcross.org. Please be sure to include email addresses and a mobile number for each guest for important event communications. Questions? Please contact Erica DeNicola-Scher at 518-704-7983 or erica.denिकासcher@redcross.org.



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