



2022 RED CROSS



HEROES UNMASQUED

SATURDAY, MARCH 19, 2022



American
Red Cross

PATRON SPONSORSHIP OPPORTUNITIES

The Red Cross Gala is an annual volunteer-led fundraiser that celebrates the lifesaving mission of the American Red Cross. Now in its 27th year, we are excited to continue the legacy of our event, while keeping our supporters safe and healthy, as we raise vital funds to support Red Cross programs and services throughout the Bay Area.

Blood ▪ Disaster ▪ Armed Forces ▪ Training ▪ International

Your support enables our workforce—more than 90 percent volunteers—to help millions of people across the nation.

Statistics reflect service delivery between July 1, 2020–June 30, 2021.



Engaged more than **133,000 volunteers** as the majority of the American Red Cross workforce



Provided more than **563,000 case services** to active service members, veterans and their families



Taught lifesaving **CPR, AED and First Aid** to more than **2.3 million people**



Launched nearly **500 cases** to help reconnect families separated by war, disaster or migration around the world



Responded to nearly **60,000 disaster events**, providing assistance to more than **93,000 U.S. households**



Collected more than **1 million units** of lifesaving blood

Over the last year, the Northern California Coastal Region has prevented and alleviated human suffering in the face of emergencies.

Statistics reflect service delivery between July 1, 2020–June 30, 2021.



More than **5,600 volunteers** donated their time and effort within our region



Provided nearly **6,500 services** to active military, veterans and their families



Taught lifesaving **CPR, AED and First Aid** to more than **45,000 people**



Responded to more than **1,300 disaster events** and assisted **2,500 households**



Collected nearly **103,240 units** of lifesaving blood

Sponsorship Opportunities

Gold Sponsor: \$50,000

Tax Deductible Portion: \$43,950

- Two Tables of Ten (10) Seats at the Event
(10 Guests per Table for a total of 20 Guests)
- Table-side Champagne Service During Event Program
- Verbal Sponsor Recognition During Event
- Name Listed in Digital Event Save-the-Date
- Name Listed in Digital Event Invitation
- Name Listed in Pre- and Post-Gala E-blasts to Event Guests
- Name Featured on Registration and Bidding Platform
- Name Featured on Red Cross Event Website
- Name Listed in Pre- and Post-Gala Event Press Release
- Featured Red Cross Story in Regional Red Cross Blog
- Opportunity to Submit Event Teaser Video to be Shared on Regional Social Media Accounts
- Up to three Mentions on Regional Social Media Accounts

Silver Sponsor: \$25,000

Tax Deductible Portion: \$21,675

- One Table of Twelve (12) Seats at the Event
- One Wine Magnum Delivered to Table During Dinner Program
- Name Listed in Digital Event Save-the-Date
- Name Listed in Digital Event Invitation
- Name Listed in Pre- and Post-Gala E-blasts to Event Guests
- Name Featured on Registration and Bidding Platform
- Name Featured on Red Cross Event Website
- Name Listed in Pre- and Post-Gala Event Press Release
- Up to two Mentions on Regional Social Media Accounts

Bronze Sponsor: \$15,000

Tax Deductible Portion: \$12,150

- One Table of Ten (10) Seats at the Event
- Name Listed in Digital Event Save-the-Date
- Name Listed in Digital Event Invitation
- Name Listed in Pre- and Post-Gala E-blasts to Event Guests
- Name Featured on Registration and Bidding Platform
- Name Featured on Red Cross Event Website
- Name Featured in Event PowerPoint
- One Mention on Regional Social Media Accounts

SUBMISSION FORMATS:

We encourage high resolution (300 dpi) PNG, AI, PDF, EPS (preferred), TIFF and/or JPEG files with fonts embedded or outlined for all logo and ad materials. For copy requiring typesetting, please type or print on a separate sheet. E-mail submissions to (5MB or less): pooja.klebig@redcross.org

DISCLAIMER:

This Red Cross event will follow all COVID-19 regulations put forth by the CDC, Cal/OSHA and San Francisco County. Should there be a change in date or type of event, your sponsorship will be transferrable. We thank you for your flexibility and support during these trying times.

DEADLINES:

- Sponsor commitment is accepted on a rolling basis until Friday, March 4, 2022.
- Guest names and contact information are due by Wednesday, March 9, 2022.
- Sponsor payment should be received no later than Friday, March 11, 2022, to confirm seating.
- Sponsor marketing benefits are contingent on date of sponsor commitment.



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2022 RED CROSS *Gala* HEROES UNMASQUED

We are pleased to support the 2022 Red Cross Gala at the following sponsorship level:

☐ \$50,000 Gold Sponsor

☐ \$25,000 Silver Sponsor

☐ \$15,000 Bronze Sponsor

Sponsor Name: _____
Please list as you would like sponsor name to appear in event communication and marketing materials.

Payment Options

☐ Pay with check (enclosed)

*Check payable to American Red Cross;
Memo: Gala Sponsorship*

☐ Please invoice immediately

☐ Pay via wire transfer

Processing follow-up will be sent
to individual submitting this form.

☐ Pay via stock

Processing information will be sent to individual submitting this form.

☐ Pay with credit card ☐ Visa ☐ MC ☐ Discover ☐ Amex

Card number

Name on card

Expiration date

Name

Billing Address

City

State

Zip

Phone Number

Email

☐ I would like to support the American Red Cross by contributing to the Red Cross Gala's Fund the Mission.

Fund the Mission Donation Amount: \$ _____

Your Fund the Mission contribution is 100 percent tax-deductible and supports Red Cross programs and services where it is needed the most.

Please email or mail completed form to:

American Red Cross is a 501(c) (3) non-profit organization. Our Federal Tax ID is: 53-0196605. All donations are tax deductible as allowed by law.



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redcross.org/redcrossgalasf | [#redcrossgalasf](https://twitter.com/redcrossgalasf)