



American Red Cross
Greater Triangle Area Chapter

35th Annual

North Carolina Red Cross Gala

**Dinner, Auction and Entertainment
Sponsorship Opportunities**

Join Us!

March 14, 2026 | Umstead Hotel | 6:00 p.m.

The Red Cross Gala is an annual fundraiser that celebrates the lifesaving mission of the American Red Cross and raises vital funds to support Red Cross programs and services in the Greater Triangle Area. Your support enables our workforce—more than 90 percent volunteers—to prevent and alleviate human suffering in the face of emergencies.

redcross.org/ncredcrossgala

BLOOD ▪ DISASTER ▪ ARMED FORCES ▪ TRAINING ▪ INTERNATIONAL

North Carolina Red Cross Gala

2026 Sponsorship Opportunities

Presenting Sponsor \$35,000

Sponsorship at this level provides food and shelter to over 200 clients for 3 days during a large-scale disaster such as a tornado, flood, or long-term power outage. Includes breakfast, lunch, dinner and snacks, a cot, blankets, comfort kits, plus the Red Cross volunteers working on-site to manage the shelter and give comfort to those affected.

As the presenting Sponsor, your company will align itself with the North Carolina Red Cross Gala in the most prominent way possible—highlighting your support for the American Red Cross Mission and helping us to celebrate the impactful humanitarian services and achievements by the Greater Triangle Area Chapter. This provides exclusive marketing exposure and benefits for your event attendees. Your company name would be featured in all communications as “North Carolina Red Cross Gala presented by [name here].”

- Exclusive Title Recognition as the Presenting Sponsor across all event platforms
- Prominent Logo Placement on the electronic Save the Date, formal invitations, event website, social media, mobile bidding site, and all printed event materials
- Premier Seating for 20 Guests, featuring red table overlays and a custom table marquee with your logo
- Live Podium Recognition during the event, with your branding featured throughout the event slide deck
- Dedicated Social Media Spotlight before and after the event, including tagged posts and customizable templates for your use
- Media & Advertising Exposure as the Presenting Sponsor in press releases, regional Red Cross website and other promotional channels
- Opportunity to Address Guests with live remarks or a pre-recorded video message during the Gala
- On-Screen Recognition during the event, including your high-resolution logo and/or a 30-second video clip
- Employee Engagement Opportunity through a Virtual or In-Person Red Cross Ready class and Hands-Only CPR training session



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2026 Sponsorship Opportunities

Diamond Sponsor \$25,000

Sponsorship at this level provides the cost needed to stock just one American Red Cross Emergency Response Vehicle (ERV). Includes lunch, dinner, and snacks for 400 people over 3 days, the travel costs to deploy 2 disaster responders, plus vehicle maintenance and fuel. Red Cross ERVs are packed with much-needed food, water, and other critical supplies, like hygiene products, that often can't reach residents any other way in the days immediately following a disaster.

As a Diamond Sponsor, your company is given the opportunity to align itself with the North Carolina Red Cross Gala in one of the most prominent ways possible — highlighting your support for the American Red Cross Mission and helping us to celebrate the impactful humanitarian services and achievements by the Greater Triangle Area Chapter. This provides exclusive marketing exposure and benefits for your event attendees. Unless stated otherwise, these are co-alignment opportunities with one or more companies sharing sponsorship.

- Premier Seating for 16 Guests at two prominently placed tables in the ballroom, featuring white shimmer overlays and custom table marquees with your logo
- Comprehensive Logo Recognition across all event platforms, including the website, social media, mobile bidding site, electronic invitations and printed materials
- Prominent Media Exposure as a Diamond Sponsor in event advertising, press releases and on the Red Cross regional website
- Live Event Recognition by the emcee, with your name printed in the event program and featured on video screens throughout the evening (sponsor to provide high-resolution logo)
- Podium Acknowledgment during the event
- Unique Social Media Inclusion before and after the event, including tagged posts and customizable templates for your use
- Brand Alignment Opportunity with a featured event attraction — such as sponsoring the bar, photo booth or entertainment
- Employee Engagement Benefit with access to a Virtual or In-Person Red Cross Ready class and Hands-Only CPR training



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Gold Sponsor \$15,000

Sponsorship at this level provides the installation of 40 specialized smoke alarms for the deaf and hard of hearing, and over 200 standard smoke alarm installations, all at no cost to the residents. A smoke alarm is critical for the early detection of a home fire and could mean the difference between life and death.

As a Gold Sponsor, your company is given the opportunity to align itself with the North Carolina Red Cross Gala in one of the most prominent ways possible — highlighting your support for the American Red Cross Mission and helping us to celebrate the impactful humanitarian services and achievements by the Greater Triangle Area Chapter. This provides exclusive marketing exposure and benefits for your event attendees. Unless stated otherwise, these are co-alignment opportunities with one or more companies sharing sponsorship.

- Premium Seating for 10 Guests at one Gold Circle table, featuring gold overlays and a custom table marquee with your name
- Logo Recognition Across All Platforms, including the event website, social media, mobile bidding site, electronic invitations, and printed materials
- Name Recognition in all event communications and printed materials
- Featured Placement on the event sponsor program slide and video screens during the event (sponsor to provide high-resolution logo image)
- Social Media Inclusion in pre- and post-event posts recognizing all sponsors
- Opportunity to Align Your Brand with a key event attraction — such as sponsoring the bar, photo booth, or entertainment



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Silver Sponsor \$10,000

Sponsorship at this level provides the funding to supply over 50 infants in a disaster shelter with diapers, wipes, and formula.

As a Silver Sponsor, your company is given the opportunity to align itself with the North Carolina Red Cross Gala in a prominent way — highlighting your support for the American Red Cross Mission and helping us to celebrate the impactful humanitarian services and achievements by the Greater Triangle Area Chapter. This provides exclusive marketing exposure and benefits for your event attendees. Unless stated otherwise, these are co-alignment opportunities with one or more companies sharing sponsorship.

- Premium Seating for 8 Guests at one Silver Circle table, featuring silver overlays and a custom table marquee with your name
- Name Recognition across event communications, including printed materials and sponsor listings
- On-Screen Visibility during the event, with your high-resolution logo featured on video screens and the sponsor program slide
- Social Media Inclusion in pre- and post-event posts recognizing all sponsors

Bronze Sponsor \$5,000

Sponsorship at this level provides the funding to support families affected by a home fire tragedy.

As a Bronze Sponsor, your company is given the opportunity to align itself with the North Carolina Red Cross Gala in a prominent way — highlighting your support for the American Red Cross Mission and helping us to celebrate the impactful humanitarian services and achievements by the Greater Triangle Area Chapter. This provides exclusive marketing exposure and benefits for your event attendees. Unless stated otherwise, these are co-alignment opportunities with one or more companies sharing sponsorship.

- Reserved Seating for 6 Guests at one table, featuring a custom table marquee with your name
- Name Recognition in select printed communications and the official event program
- Sponsor Slide Inclusion during the event, with your name featured on the event sponsor program slide
- On-Screen Acknowledgment during the event (sponsor name displayed on video screens)
- Social Media Recognition in pre- and post-event posts highlighting all sponsors



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YES! I want to be part of the **Red Cross Gala** supporting the American Red Cross on March 14, 2026!

☐ **\$35,000** Presenting Sponsor

☐ **\$25,000** Diamond Sponsor

☐ **\$15,000** Gold Sponsor

☐ **\$10,000** Silver Sponsor

☐ **\$5,000** Bronze Sponsor

☐ **\$300** Individual Ticket — total number _____

Unfortunately, I cannot attend. I am pleased to enclose a \$_____ contribution.

Contact Information

Name	Title	
Company		
Email	Phone	
Address		
City	State	Zip
Marketing Contact for Fulfillment of Sponsorship Benefits	Phone	Email

Payment Information

☐ Please send an invoice (please include email and billing address) ☐ Check (made payable to American Red Cross)

☐ Credit Card: ☐ Visa ☐ MC ☐ AmEx ☐ Discover

Name as it appears on card		
Card Number	Total of Gift \$	
Expiration Date	Section Code	Billing Zip Code
Authorized Signature		

Make checks payable to the **American Red Cross** | 100 N. Peartree Ln. Raleigh, NC 27610

Contact: Alyse Kieber-Emmons, Director of Development | alyse.kiebleremmons@redcross.org | 312-636-8627

Sponsorships can also be made and tickets can be purchased at redcross.org/ncredcrossgala.

Thank you for your contribution!



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Sponsor Deadlines

Sponsor logos are due with sponsorship commitments.
Sponsor marketing benefits are contingent on date of sponsorship commitment.

Payment

If paying by check, please mail to:

American Red Cross
Attn: North Carolina Red Cross Gala
100 N. Peartree Ln.
Raleigh, NC 27610

To pay by credit card, please visit redcrossgala.givesmart.com
or scan the QR code below.



The IRS recognizes the American Red Cross Greater Triangle Area Chapter as a 501(c) 3 non-profit charitable organization. Tax ID: 53-0196605. Donations are tax deductible to the extent provided by law. The ticket price of the event is \$300, of which a portion is tax deductible.

For information about tickets or sponsorships, please contact Ellen Gorham
202-679-6398 | ellen.gorham@redcross.org

Thank you for supporting the American Red Cross!



**American
Red Cross**

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.