



American Red Cross
Greater Rochester New York



DINE FOR DISASTER RELIEF

A Cocktail Party for a Cause



March 30, 2026

5:30–8:30 p.m.

Arbor Midtown, Rochester, New York



DINE FOR DISASTER RELIEF

A Cocktail Party for a Cause



WHAT IF YOU LOST EVERYTHING YOU HAD?

Every 8 minutes, the American Red Cross responds to a disaster, providing lifesaving meals and support when families lose everything in an instant.

For more than 140 years, the American Red Cross has helped our community prepare for, respond to and recover from emergencies. This spring, we are calling attention to the importance of a hot meal or snack when all is lost at the inaugural Dine for Disaster Relief event. At this cocktail party, you will get to sample different bites of food and sips of drinks from across Rochester's bustling food scene while supporting the vital work of the American Red Cross.

The American Red Cross Dine for Disaster Relief event is the signature fundraising event for the American Red Cross of Greater Rochester, serving Allegany, Cayuga, Livingston, Monroe, Ontario, Seneca, Wayne and Yates Counties.

THE RED CROSS OF GREATER ROCHESTER AT A GLANCE

JULY 2024-JUNE 2025

Serving Allegany, Cayuga, Livingston, Monroe, Ontario, Seneca, Wayne and Yates Counties.



Provided training in lifesaving skills, including First Aid/CPR/AED instruction, to **17,359** enrollees.



Responded to **242** disasters, assisting **362** families guiding them on the path to recovery.



Held more than **270** blood drives, collecting **51,833** units that were distributed to area hospitals.



Supported by more than **1,036** active volunteers who gave **72,602** hours of service to the Greater Rochester Chapter.



Provided nearly **600** services to members of the military, veterans and their families, including resource fairs and VA hospital events.



Installed over **1,300** free smoke alarms in homes throughout the region, along with fire safety education, making about **600** homes safer.



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Sponsorship Opportunities



Presenting Sponsor: \$25,000 (One Available)

- Preferred seating for 20 guests to the event
- Tickets for 10 guests to the pre-event champagne toast
- Speaking opportunity during the event or opportunity to screen a brief sponsor-produced corporate social responsibility video
- Two dedicated social media posts on Red Cross regional social media
- Most prominent logo recognition on print and digital event materials and webpages
- Digital program acknowledgement covering two pages

Visionary Sponsor: \$10,000

Choose an exclusive category for recognition and branding opportunity: Registration, Bar, Stage, Chef Stations, Digital Program, Guest Activity

- Preferred seating for 15 guests to the event
- Tickets for five guests to the pre-event champagne toast
- Prominent signage highlighting your sponsored event element
- Name mentioned in Executive Director's welcome message
- One dedicated social media post on Red Cross regional social media
- Medium logo or name recognition on print and digital event materials and webpages
- Full-page acknowledgement in digital program

Lifesaver Sponsor: \$7,500

- Tickets for 10 guests to the event
- Tickets for five guests to the pre-event champagne toast
- Name mentioned in Executive Director's welcome message
- Full-page acknowledgement in digital program
- Small logo or name recognition on print and digital event materials and webpages

Sustainer Sponsor: \$5,000

- Tickets for seven guests to the event
- Half-page acknowledgment in digital program
- Small logo or name recognition on print and digital event materials and webpages



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Sponsorship Opportunities



Hope Sponsor: \$2,500

- Tickets for five guests to the event
- Quarter-page acknowledgement in digital program
- Name recognition on print and digital event materials and webpages

Friend of the Red Cross: \$500

- Tickets for two guests to the event
- Button acknowledgement in digital program
- Name recognition on print and digital event materials and webpages

Underwriting & In-Kind Donation Opportunities

Gifts to underwrite event expenses or donated products/services may be discussed with the Event Specialist. Contact Natalie Doller with your product description to receive a custom proposal.

Executive Director's Pre-Event Champagne Toast: \$150 per person

Includes access to a private champagne toast with American Red Cross of Greater Rochester Executive Director, Ken Lee and Board Chair Russ Vent, Vice President of Paul Davis Restoration.

Patron Ticket: \$75 per person

Includes button acknowledgement in digital program

Individual Ticket: \$50 per person

Digital Program Acknowledgements

Front/Back Inside Cover: **\$1,000**

Full-Page Ad: **\$500**

Half-Page Ad: **\$250**

Button: **\$150**

Commitment Deadlines

Sponsorship commitments are accepted on an ongoing basis.
Commit early so you receive the most benefits!

Digital Program acknowledgments due no later than **March 6, 2026**.
Guest names are due no later than **March 27, 2026**.



The American Red Cross is proud that an average of 90 cents of every dollar we spend is invested in delivering care and comfort to those in need.



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Sponsorship and Support Commitment Form



Contact Information

Name (as you wish to be listed in recognition materials) _____

Title (if applicable) _____

Email _____ Phone _____

Company Name (if applicable) _____

Address _____

City _____ State _____ Zip Code _____

Sponsorship and Support Selections

- ☐ Presenting Sponsor.....\$25,000
- ☐ Visionary Sponsor.....\$10,000
- ☐ Lifesaver Sponsor.....\$7,500
- ☐ Sustainer Sponsor.....\$5,000
- ☐ Hope Sponsor.....\$2,500
- ☐ Friend of the Red Sponsor.....\$500

- ☐ Executive Director's Pre-Event Champaign
Toast Ticket(s).....\$150
- ☐ Patron Ticket(s):\$75
- ☐ Individual Ticket(s).....\$50
- ☐ Front/Back Inside Cover\$1,000
- ☐ Full-Page Ad\$500
- ☐ Half-Page Ad\$250
- ☐ Button.....\$150

Payment Information

To pay with a credit card, please visit redcross.org/DineforDR

- ☐ Check enclosed with "Dine for Disaster" memo payable to: American Red Cross

Mail to: American Red Cross, Attn: Development, 825 John Street #209, West Henrietta, NY 14586

- ☐ Please accept our pledge and send an invoice to the address above.

**For more information, please contact Natalie Doller at
natalie.doller2@redcross.org or 585-413-8539.**

THANK YOU FOR SUPPORTING THE AMERICAN RED CROSS OF GREATER ROCHESTER!



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