



The Red Cross Gala is more than a party

- The Red Cross Gala is the headlining, volunteer-led fundraiser to support the Chapter's work; your contribution makes this possible
- The Gala and events leading up to it raise awareness of the vital role the Red Cross plays within the local and global communities
- An opportunity to honor Joseph Saunders, Chairman and CEO of Visa Inc. as our 2012 Humanitarian CEO of the Year

The American Red Cross Bay Area Chapter is the community safety net for 4.7 million Bay Area residents every day

- We respond to silent disasters every day, providing food, clothing and shelter to families at their time of greatest need; the vast majority of those served come from vulnerable communities
- Each day, nearly 500 individuals are trained in First Aid, CPR, swimming or other life-saving classes
- Preparedness is essential in order to survive a disaster, large or small; more than 550 people per day are trained in these emergency skills
- We serve nearly seven million people throughout the Greater Bay Area region, including six Bay Area counties, Silicon Valley, Santa Cruz and Monterey Bay.

Bay Area residents, foundations and corporations work together to support the Red Cross Gala . . .

- Pledge your support with an outright gift to the chapter, sponsorship of the Red Cross Gala or by purchasing a ticket to the event
- Help us exceed last year's total; the 2011 Red Cross Gala raised over \$550,000
- Proceeds from the Red Cross Gala go directly towards our mission of helping people prevent, prepare for and respond to emergencies

. . . the Gala celebration is both fun and rewarding!

- Celebrate with us on Saturday, March 3, 2012 on historic Union Square from 6pm until midnight
- Join over 500 guests for live music and dancing
- Celebrate alongside members of the San Francisco International Consular Corps and local civic leaders

Join us!

Reserve your table now at the American Red Cross Bay Area Chapter's **2012 Red Cross Gala**
For more information call (415) 427-8170
or visit our website: www.redcrossbayareagala.org



QUESTIONS & ANSWERS

Q: What will any funds raised go to support?

A: The proceeds from **RED CROSS GALA** will be designated to support the local programs of the American Red Cross Bay Area, which operates in San Francisco, Alameda, Contra Costa, Marin, San Mateo and Solano counties. The Red Cross provides a safety net for individuals and families whose lives are impacted by disasters occurring in the Bay Area, providing shelter, food, comfort, care and mental health counseling.

Q: Does the Red Cross receive any funding from the U.S. government?

A: No, the Red Cross IS NOT a government agency. We receive less than 1% of our funding from government grants and depend almost entirely on the generosity of the public's voluntary contributions in order to carry out our mission. The services we provide to those affected by tragedy are free of charge.

Q: Is the American Red Cross an approved charity?

A: Yes. The American Red Cross Bay Area is an approved 501(c)(3) non-profit organization. We have Our Federal Tax I.D. number is 94-3045430.



Q: Why do the Consuls General support the event?

A: **RED CROSS GALA** celebrates the unique nature of the Red Cross as an organization that operates around the world, around the nation and around the corner. The Red Cross is a place where people will give whatever they can to feed and clothe victims of an unimaginable disaster that has happened anywhere around the world.

Q: Are the funds I donate to support the RED CROSS GALA tax deductible?

A: Yes. The amount deductible for federal tax purposes is limited to the excess of the amount donated over the actual cost of the meal provided to **RED CROSS GALA** attendees, currently estimated to be \$100 per person.

Q: How can I be sure that the monies I contribute to the Red Cross are used efficiently?

A: The American Red Cross consistently receives top marks for making effective and efficient use of the donor dollar from watchdog organizations. The American Red Cross received four stars from Charity Navigator (the highest rating possible) for exceeding industry standards and outperforming most charities in its cause. Red Cross was also ranked among the top human services organizations by the American Institute of Philanthropy for putting 75% or more of monies raised towards program costs.

2012 Sponsorship Levels and Benefits

\$100,000 Red Diamond Presenting Gala Sponsor (Tax-Deductible Value: \$81,500) All Ruby Gala Table Sponsor benefits, plus:

- Two tables (includes 20 seats--\$7,900 value) in premier locations at the Red Cross Gala
 - Opportunity to host two distinguished guests at each table
 - 15 tickets to each of the pre/post events
- Sector exclusivity at the presenting level
- Prominent logo placement as presenting sponsor on all Gala promotional materials
- City-wide street banners listing presenting sponsor
- Opportunity for on-stage presentation of the Humanitarian CEO Award
- Co-branded Red Cross marketing campaign
- Voucher for complimentary Hands-only CPR training (up to 100 employees--\$1,500 value)

\$50,000 Ruby Gala Sponsor (Tax-Deductible Value: \$47,250) All Garnet Gala Table Sponsor benefits, plus:

- Two tables (includes 20 seats--\$7,900 value) in premier locations at the Red Cross Gala
 - Opportunity to host two distinguished guests at each table
 - Eight tickets to each of the pre/post events
- Special on-stage speaking opportunity for corporate executive at Gala
- Premier co-branded event materials including print, online, signage and program
- Promotional item/literature distributed to all Gala attendees
- Full-page, four-color advertisement in Gala program
- Voucher for complimentary Hands-only CPR training (up to 50 employees--\$750 value)

\$25,000 Garnet Gala Sponsor (Tax-Deductible Value: \$23,625) All Coral Gala Table Sponsor benefits, plus:

- One table (10 seats--\$3,950 value) in a premier location at the Red Cross Gala
 - Opportunity to host two distinguished guests at your table
- Six tickets to each of the pre/post events
- Exclusive corporate naming rights to a visible component of the Gala
- Speaking opportunity for corporate executive at one pre-Gala reception
- Corporate logo recognition at all events
- Recognition in electronic newsletter (10,000+ distribution)
- Half-page, four-color advertisement in Gala program
- Voucher for complimentary Hands-only CPR training (up to 25 employees--\$375 value)

\$10,000 Coral Gala Sponsor (Tax-Deductible Value: \$8,850) All Gala Table Sponsor benefits, plus:

- One table (10 seats--\$3,950 value) at the Red Cross Gala
 - Opportunity to host two distinguished guests at your table
- Four tickets to each of the pre/post events
- Quarter-page, black and white advertisement in Gala program
- Company listing on all event print and online media, including BiddingForGood auction website with 200,000 members
- Company recognition on media outreach
- Personalized preparedness consultation with our *Ready Rating Program*
- Voucher for complimentary Hands-only CPR training (up to 10 employees--\$150 value)

\$5,000 Gala Table Sponsor (Tax-Deductible Value: \$4,000) All Individual Sponsor benefits, plus:

- One table (10 seats--\$3,950 value) at the Red Cross Gala
- Four tickets to each of the pre/post events

\$1,000 Gala Individual Sponsor (Tax-Deductible Value: \$900):

- One ticket to the Red Cross Gala
- Two tickets to each of the pre/post events including the following:
 - Exclusive receptions at the private residences of the International Consular Corps
 - Launch Party at the Louis A. Turpen Aviation Museum at SFO
- Recognition in American Red Cross Bay Area Annual Report
- Mention in Gala program

*In order to receive all promotional benefits, your commitment and logo must be received by January, 15, 2011.

**Regional benefits packages are available in support of our San Francisco, Silicon Valley, Santa Cruz and Monterey Bay Chapters.

Your outright gift to the American Red Cross Bay Area Chapter through the Red Cross Gala is always welcome and will be acknowledged accordingly.

2011 Red Cross Gala

Media Coverage

- Photo and/or mention in local print and online media
 - *Bay Area News Group- Frosene on the Scene, May 20, 2011*
 - *Nob Hill Gazette, April 2011*
 - *Nob Hill Gazette, May 2011*
 - *San Francisco Business Times, advertisement on March 11, 2011*
 - *San Francisco Business Times, advertisement on April 22, 2011*
 - *San Francisco Chronicle and SF Gate (online) May 8, 2011*
 - *San Francisco Examiner, April 19, 2011*
 - *San Francisco Magazine, January 11, 2011*
- Radio coverage from Hooman on the *Sarah and Vinnie Show*, Alice @ 97.3, KLLC-FM



RED CROSS GALA
Support Commitment Form

Saturday, March 3, 2012
6:00 PM
San Francisco's Historic Union Square

Cocktail Reception
Gourmet Dinner
Humanitarian CEO of the Year Award Presentation
Superb Live Auction
Dancing and Revelry 'til Midnight

List number of tickets or tables:

Individual Tickets (\$350 each until January 31, \$395 thereafter): _____

Table of Ten (\$3,500 until launch party, \$3,950 thereafter): _____

Two-person disaster kit (\$60 includes free shipping): _____

Please seat me with: _____

Sponsorship Opportunities Available

Please contact Kelly Murphy: 415.806.1346 or kelly.murphy@gmail.com

Or list sponsorship level: _____

Indicate on the line below your name or your company's name exactly as it should appear on the **RED CROSS GALA** program and publicity materials if applicable to your level of support:

Name of Company's Contact Person _____

Complete Address _____

Telephone _____ Fax _____

Email _____ Website _____

Please provide guest names by February 15th.

Payment Method (Check, Credit Card or online purchase)

Please make checks payable to "American Red Cross Bay Area Chapter" or pay by Credit Card:

Visa MasterCard AMEX

Acct. # _____ Exp. Date _____

Signature: _____

Fax to: 415-427-8118

Mail to: American Red Cross Bay Area, RED CROSS GALA, 85 Second Street, 8th Fl, San Francisco, CA 94105

The American Red Cross is a 501(c)(3) non-profit organization; Federal Tax I.D. Number is 94-3045430.

Gala Website: <http://www.redcrossbayareagala.org>

Donna Siegel, Director, Annual Fund and Special Events: 415.427.8170 or siegeldo@usa.redcross.org