

# 2018 SALUTE TO SERVICE

**Saturday, November 10, 2018**

Hilton McLean Tysons Corner

VIP Reception | Food and Cocktails  
Special Recognitions | Silent Auction | Entertainment

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Salute to Service Committee Chair

**Doug VanDyke**

General Manager  
Civilian Governments and Nonprofits  
Amazon Web Services



**American Red Cross**  
in the National Capital Region

[redcross.org/dcgala](http://redcross.org/dcgala)





# 2018 SALUTE TO SERVICE

## WHO WE ARE

The Red Cross has a long history of preventing and alleviating human suffering in the face of emergencies. Over the last decade, digital and mobile technology has dramatically expanded our ability to help communities and ensure people have critical information when they need it, where they need it and how they need it. Our use of modern technology is vital to quickly respond to life's emergencies, including those affecting our military and veteran families. As technology continues to advance, so are we able to advance the Red Cross mission. We celebrate the ways in which we are networked to provide care for people in our community and in communities around the world.

## HOW FUNDS RAISED WILL HELP

The funds you contribute to the American Red Cross in the National Capital Region's annual event are transformed into assistance and resources delivered every day in our community. Whether it is a hurricane or a heart attack, a call for blood or a call for help, the American Red Cross is there. Our five major lines of service include helping those in need, connecting the armed forces with their families, teaching lifesaving skills, partnering in international services, and collecting, testing and supplying blood for our community. All of this work is able to happen because of you.

## SALUTE TO SERVICE SPONSORSHIP OPPORTUNITIES

### Premier

- \$50,000 – Presenting
- \$40,000 – VIP Reception
- \$30,000 – Heroes Reception
- \$25,000 – Lifetime of Service Award
- \$20,000 – Tiffany Circle Distinguished Woman Warrior Award
- \$15,000 – Valet

### Sponsorship

- \$25,000 – Platinum
- \$15,000 – Heroes
- \$10,000 – Full Table
- \$5,000 – Half Table
- \$1,000 – Double Ticket Package
  - \$400 – Single Ticket
  - \$200 – VIP Reception Ticket

## WHO TO CONTACT

### Sponsorship Inquiries

Tim Wahlers  
Partnership Officer  
703-638-2906  
tim.wahlers@redcross.org

### Media Inquiries

Nathan DeVault  
Director of Communications  
703-344-4576  
nathan.devault@redcross.org

### General Inquiries

Lisa Futterman  
Regional Events Manager  
703-635-5039  
lisa.futterman@redcross.org



# 2018 SALUTE TO SERVICE

## PREMIER SPONSORSHIP OPPORTUNITIES

### Presenting Sponsor \$50,000

- Brief opening remarks
- Listing on program book cover
- Leadership message in program book
- Full-page color advertisement in program book with premier placement
- Exclusive logo visibility in reception space, including a customized step-and-repeat with company logo
- Logo inclusion and recognition in marketing materials; print, online, on social media channels, and on Bidpal mobile bidding app
- Listing on pre-event invitations and advertisements
- Mention in press releases
- Video promoting the event and sponsorship
- Guest seating for three tables with premier table placement; 10 seats per table
- Invitation to VIP Reception for 10 guests

### VIP Reception Sponsor \$40,000

- Brief remarks from podium to VIP Reception attendees
- Full-page color advertisement in program book
- Exclusive logo visibility in VIP Reception space, including a customized step-and-repeat with company logo
- Logo inclusion and recognition in marketing materials; print, online, on social media channels, and on Bidpal mobile bidding app
- Listing on pre-event invitations and advertisements
- Mention in press releases
- Video promoting the event and sponsorship
- Logo on cocktail napkins in reception
- Guest seating for two tables with prominent table placement; 10 seats per table
- Invitation to VIP reception for 20 guests

### Heroes Reception Sponsor \$30,000

- Full-page color advertisement in program book
- Exclusive logo visibility in General Reception space, including a customized step-and-repeat with company logo
- Logo inclusion and recognition in marketing materials; print, online, on social media channels, and on Bidpal mobile bidding app
- Mention in press releases
- Video promoting the event and sponsorship
- Logo on cocktail napkins in reception
- Guest seating for two tables with prominent table placement; 10 seats per table
- Invitation to VIP Reception for 6 guests



## 2018 SALUTE TO SERVICE

### **PREMIER SPONSORSHIP OPPORTUNITIES (continued)**

#### **Lifetime of Service Award Sponsor \$25,000**

- Opportunity to present the award on stage
- Full-page color advertisement in program book
- Logo inclusion and recognition in marketing materials; print, online, on social media channels, and on Bidpal mobile bidding app
- Seating for 10 guests (one table)
- Invitation to VIP Reception for 2 guests

#### **Tiffany Circle Distinguished Woman Warrior Award \$20,000**

- Opportunity to present the award on stage
- Full-page color advertisement in program book
- Logo inclusion and recognition in marketing materials; print, online, on social media channels, and on Bidpal mobile bidding app
- Four tickets to the Tiffany Woman Warrior Brunch on Sunday, November 11, 2018.
- Seating for 10 guests (one table)
- Invitation to VIP Reception for 2 guests

#### **Valet Parking Sponsor \$15,000**

- Full-page color advertisement in program book
- Logo inclusion and recognition in marketing materials; print, online, on social media channels, and on Bidpal mobile bidding app
- Mention in press releases
- Opportunity for product placement or leave behind in each vehicle
- Seating for 10 guests (one table)





# 2018 SALUTE TO SERVICE

## SPONSORSHIP OPPORTUNITIES

### Platinum Sponsor \$25,000

- Full-page color advertisement in program book with prominent placement
- Logo inclusion and recognition in marketing materials; print, online, on social media channels, and on Bidpal mobile bidding app
- Mention in press releases
- Video promoting the event and sponsorship
- Listing on pre-event invitations and advertisements
- Seating for 10 guests (one table) with prominent table placement
- Invitation to VIP Reception for 4 guests

### Heroes Sponsors \$15,000

- Full-page color advertisement in program book
- Logo inclusion and recognition in marketing materials; print, online, on social media channels, and on Bidpal mobile bidding app
- Listing on pre-event invitations and advertisements
- Mention in press releases
- Seating for 10 guests (one table)
- Invitation to VIP Reception for 2 guests

### Full Table \$10,000

- Listing in program book
- Seating for 10 guests (one table)
- Mentions on social media and in press releases

### Half Table \$5,000

- Listing in program book
- Seating for 5 guests

### Double Ticket Package \$1,000

- Seating for 2 guests
- Invitation to VIP Reception for 2 guests

### Single Ticket \$400

- Seating for one guest

### VIP Reception Ticket \$200

- One ticket to VIP reception

*Complimentary valet parking is included for all guests.*

*Unused tables can be donated back for use by members of the armed forces.*

### Program Book Advertisement Rates

- Full-page color: \$750
- Full-page black and white: \$650
- Half-page color: \$500
- Half-page black and white: \$350
- Quarter-page color: \$350



# 2018 SALUTE TO SERVICE

## SPONSORSHIP AGREEMENT

### Sponsor Contact Information

Sponsor listed as

Contact

Address

City, State, Zip Code

Telephone

Email

*Please provide complete information.*

### Sponsorship Information

I agree to be a sponsor of Salute to Service at the following level:

#### Premier

- Presenting: \$50,000
- VIP Reception: \$40,000
- Heroes Reception: \$30,000
- Lifetime of Service Award: \$25,000
- Tiffany Circle Distinguished Woman Warrior Award: \$20,000
- Valet: \$15,000

#### Sponsorship

- Platinum: \$25,000
- Heroes: \$15,000
- Full Table: \$10,000
- Half Table: \$5,000

- Double Ticket Package: \$1,000
- Single Ticket: \$400
- VIP Reception Ticket: \$200

*\*Please call in advance to confirm availability of Premier sponsorships.*

Signature

Date

Title

### Payment Information and Terms

Payment in full (check or credit card) is requested with your signed Sponsorship Agreement. All sponsorships not paid when agreement is submitted will be invoiced the amount of the sponsorship.



# 2018 SALUTE TO SERVICE

## SPONSORSHIP PAYMENT

Sponsor

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### Payment by check

Please make checks payable to the American Red Cross, National Capital Region and send along with your signed agreement and this form to:

American Red Cross, National Capital Region  
Attn: Tim Wahlers  
8550 Arlington Blvd.  
Fairfax, VA 22031

### Payment by Credit Card

Complete the credit card payment information and signed agreement below and email your forms to Tim Wahlers at [tim.wahlers@redcross.org](mailto:tim.wahlers@redcross.org) or fax to Tim Wahlers, Salute to Service, at 703-573-8587.

### Credit Card Payment Information

American Express       Visa       MasterCard       Discover

Card No.

Expiration Date

Signature

### Questions

Please contact Tim Wahlers if you have any questions pertaining to sponsorships of Salute to Service.

# 2018 SALUTE TO SERVICE



## 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.

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## FIND OUT MORE ABOUT US!

[redcross.org/dc](http://redcross.org/dc)

703-584-8400

To donate blood, please call  
1-800-RED CROSS (1-800-733-2767)

