



## **American Red Cross**

### ***30<sup>th</sup> Anniversary American Red Cross Ball***

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#### **Event Overview:**

- The *American Red Cross Ball* has been established as one of Miami's premier and most prestigious social fundraising events.
- 2012 marks the *30<sup>th</sup> Anniversary of the American Red Cross Ball*. The Ball was started in 1982 by a group of socially prominent women volunteers. Their tradition continues today with a committee of dedicated women who work tirelessly toward fulfilling the mission of the American Red Cross.
- Attended by more than 400 prominent and affluent leaders of the Miami social and corporate communities, the *Red Cross Ball* has been consistently sold-out.
- This upscale evening offers exquisite food, elegant décor, music and dancing.
- In 2011, over \$540,000 was raised for the vital life-saving programs and services of the American Red Cross of Greater Miami and the Keys.

**WHEN:** Saturday, March 24, 2012  
7:00 p.m. - Cocktails  
8:30 p.m. - Dinner

**WHERE:** Ritz-Carlton Key Biscayne

**CHAIRMAN:** Ms. Terry Buoniconti

**WHY:** American Red Cross South Florida Region is a non-governmental humanitarian organization, led by volunteers, that provides relief to victims of disasters and helps people prevent, prepare for, and respond to emergencies.

*Our Committee is always striving to set new fundraising records to ensure that help will always be there whenever and wherever it is needed! Your support can make the difference. Thank you.*

**For information contact Kenia Tedesco, 305-728-2512; Fax: 305-644-1368  
[tedescok@usa.redcross.org](mailto:tedescok@usa.redcross.org)**



# 30<sup>th</sup> Anniversary American Red Cross Ball

Saturday, March 24, 2012  
Ritz-Carlton Key Biscayne

## Support Opportunities

*Thank you for supporting the American Red Cross Ball. All proceeds from this event will enable the American Red Cross to fulfill its mission to provide relief to victims of disasters and help people prevent, prepare for and respond to emergencies.*

**30<sup>th</sup> Anniversary Pearl Presenting Sponsor** **\$100,000**

Includes *two* premier tables of ten, *portrait* page in program, invitation for four to pre-ball recognition dinner, and gift memento. Prominent recognition at the Ball and all printed materials as part of Ball title *i.e. American Red Cross Ball presented by (Name)*

**Philanthropic Sponsor / Honorary Chair** **\$ 50,000**

Includes *two* premier tables of ten, *portrait* page in program, invitation for four to pre-ball recognition dinner, prominent recognition at the Ball and gift memento

**Grand Humanitarian** **\$ 25,000**

Includes *two* premier tables of ten, full page in program, invitation for two to pre-ball recognition dinner, prominent recognition at the Ball and gift memento

**Auction Sponsor** *Unique Exclusive Opportunity* **\$ 20,000**

Exclusive name and logo featured on the electronic handheld bidding device provided to each guest. A new and unique way to reach an upscale targeted audience. Advertisements are viewed in the top left-hand corner of the device and as scrolling messages on the main screen throughout the event, leaving lasting impressions. Also Includes *one* premier table of ten, full page in program, invitation for two to pre-ball recognition dinner, prominent recognition at the Ball and gift memento



**Humanitarian** **\$ 10,000**

Includes *one* table of ten with premier seating, prominent acknowledgement in program, invitation for two to pre-ball recognition dinner and gift memento

**Benefactor** **\$ 5,000**

Includes *one* table of ten with preferred seating, acknowledgement in program, invitation for two to pre-ball recognition dinner

**Patron** **\$ 2,000**

Includes four seats and acknowledgement in program

**Friend** **\$ 1,000**

Two seats

**For information or reservations please call Kenia Tedesco at 305-728-2512  
[tedescok@usa.redcross.org](mailto:tedescok@usa.redcross.org)**

All but \$190.00 per person (for those attending) is tax-deductible to the full extent of the law.



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## Commitment Form

\_\_\_ **YES, I/We wish to support The South Florida American Red Cross Ball.**

Please print your Company/Foundation/Name as you would like it to appear in the program.

Company/Foundation/Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Title/Position: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail \_\_\_\_\_

|     |   |                            |
|-----|---|----------------------------|
| ___ | 30 <sup>th</sup> Anniversary Pearl Presenting Sponsor (Two tables of ten) | \$100,000                  |
| ___ | Philanthropic Sponsor/Honorary Chairman (Two tables of ten)               | \$ 50,000                  |
| ___ | Grand Humanitarian (Two tables of ten)                                    | \$ 25,000                  |
| ___ | Auction Sponsor (logo on auction device, one table)                       | \$ 20,000 <i>Exclusive</i> |
| ___ | Humanitarian (One table of ten)   | \$ 10,000                  |
| ___ | Benefactor (One table of ten)   | \$ 5,000                   |
| ___ | Patron (four seats)   | \$ 2,000                   |
| ___ | Friend (two seats)  | \$ 1,000                   |
| ___ | Donor (I am unable to attend but wish to make a contribution)             | \$ _____                   |

\_\_\_ Enclosed is my check in the amount of \$ \_\_\_\_\_

\_\_\_ Bill me in the amount of \$ \_\_\_\_\_

\_\_\_ Charge my credit card \_\_\_ AMEX \_\_\_ Visa \_\_\_ MasterCard

Card # \_\_\_\_\_ Security Code # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

**Make your check payable to:** American Red Cross Ball  
335 SW 27<sup>th</sup> Avenue, Miami, Florida 33135

For information: Kenia Tedesco 305-728-2512; Fax: 305-644-1368; [tedescok@usa.redcross.org](mailto:tedescok@usa.redcross.org)

All but \$190.00 per person (for those attending) is tax-deductible to the full extent of the law.  
In-kind contributions do not fulfill fully or partially any financial pledges.



**American  
Red Cross**

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### Program Advertising Rates

|   |                     |         |
|---|---------------------|---------|
| _____ Back/Front Inside Cover *                           | 8 1/2" x 11"        | \$2,000 |
| _____ Portrait Page*                                      | 8 1/2" x 11"        | \$1,000 |
| Includes portrait session with photographer Jesus Cabrera |                     |         |
| _____ Tribute Page *                                      | 8 1/2" x 11"        | \$1,000 |
| Includes Red Cross vintage poster image                   |                     |         |
| _____ Full Page +   | 8 1/2" x 11"        | \$ 500  |
| _____ Half Page Horizontal +                              | 8 1/2" W x 5 1/2" H | \$ 250  |
| _____ Quarter Page +                                      | 4 1/4" W x 5 1/2" H | \$ 125  |

\* includes in-studio portrait session with photographer Jesus Cabrera. Photo session must take place by January 31, 2012

\* artwork and images provided, includes design if needed

+ must provide camera ready art, charges for design are not included

#### Ad Specifications

- High resolution files with 300 dpi or more
- Full color without bleeds
- JPEG or PSD. Files created from Word will not be accepted
- If you are unable to provide a camera ready file, please contact Kenia Tedesco at 305-728-2512 prior to deadline
- Please complete form below and return with payment on or before **Feb. 21<sup>st</sup>, 2012**

Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Title/Position: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email \_\_\_\_\_

\_\_\_\_\_ Enclosed is my check in the amount of \$ \_\_\_\_\_ make checks payable to American Red Cross Ball

Charge my credit card: \_\_\_\_\_ AMEX \_\_\_\_\_ Visa \_\_\_\_\_ MasterCard

Card # \_\_\_\_\_ Security Code # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

**Please send ads and payment to:**  
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American Red Cross Ball  
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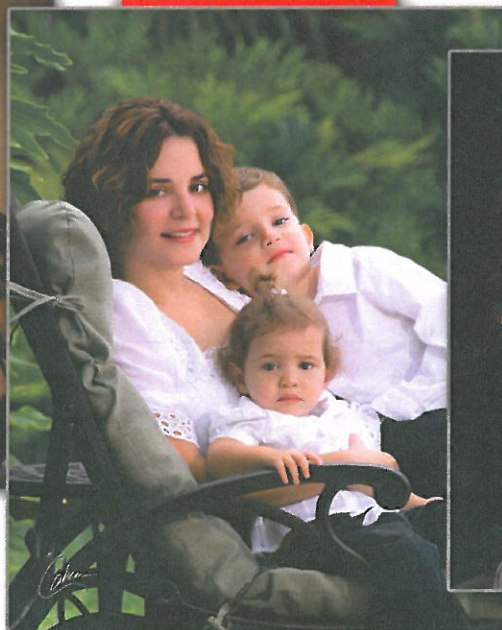
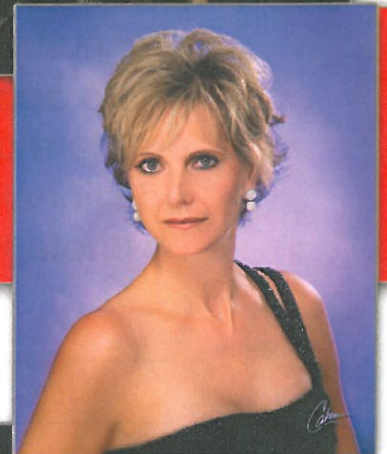
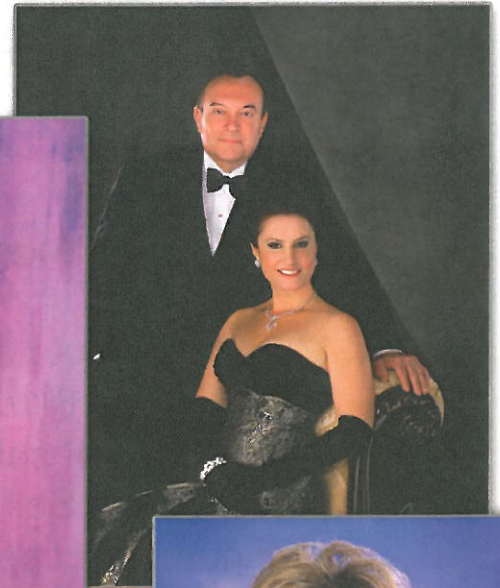
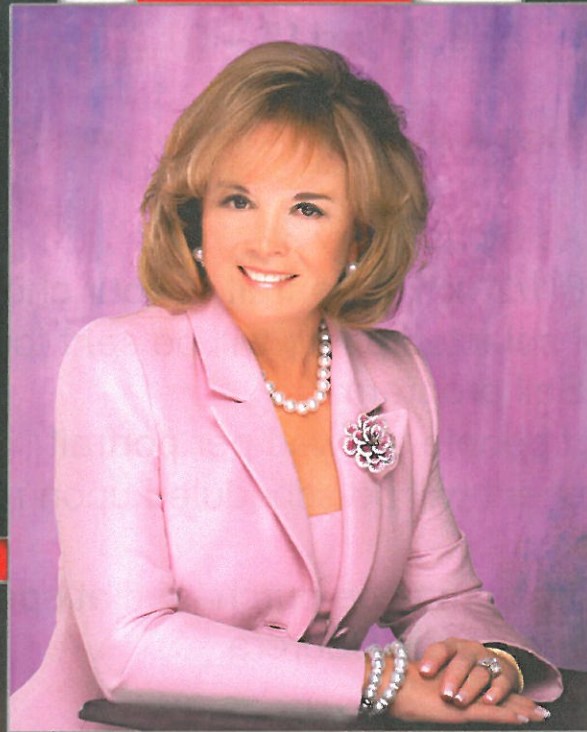
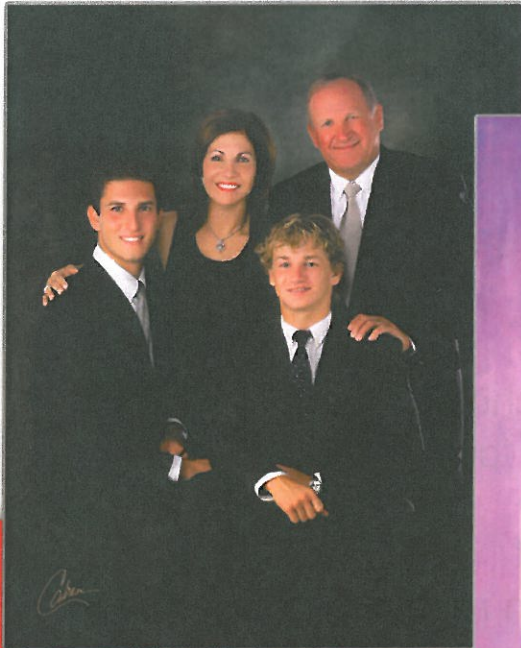
# CABRERA PHOTOGRAPHY

Partnering with the



**American  
Red Cross**

South Florida Region



Red Cross Ball Portrait Page  
8 1/2" x 11" - \$1,000

See reverse side for details



American Red Cross

# 30<sup>th</sup> Anniversary American Red Cross Ball Program Portrait Page

8 1/2" x 11" -- \$1,000

*Include a portrait in your program ad*

- Must take photo by *January 31, 2012*
- Includes one 8 1/2" x 10" portrait of your choice
- Digital copy of selected photo will be sent to Red Cross for placement in Ball program
- Any number of people allowed per portrait
- Photo appointment will be scheduled upon receipt of payment for program page
- Additional portraits may be purchased at special rates provided by photographer, Jesus Cabrera

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email \_\_\_\_\_

\_\_\_\_ Enclosed is my check in the amount of \$ \_\_\_\_\_ make checks payable to American Red Cross Ball

Charge my credit card:  AMEX  Visa  MasterCard

Card # \_\_\_\_\_ Security Code # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

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