

# VISIBILITY PLAN

## 20<sup>th</sup> Canadian Red Cross Annual Fundraising Event

	Honorary Co-Chair	Great Humanitarian	Gold Table	Silver Table	Bronze Table
Amount	\$50,000	\$50,000	\$35,000	\$25,000	\$12,000
ADVANTAGES AND VISIBILITY					
Event's sales portal	Mention as Honorary Co-Chair				
2024-2025 Red Cross' overview of activities in Quebec	Organization name	Organization name			
On stage during the evening	Joint speech from the Honorary Co-Chairs	Mention at mic by the master of ceremony			
Red Cross' French social medias	Organization name and logo <sup>1</sup>	Organization name <sup>1</sup>	Organization name <sup>1</sup>		
Number of invited guests	10 <sup>2</sup>	8 <sup>3</sup>	8 <sup>3</sup>	8 <sup>3</sup>	8 <sup>3</sup>
Event's program	Joint message from the Honorary Co-Chairs and one-page ad	One-page ad and organization name	3/4-page ad and organization name	1/4-page ad and organization name	Organization name
Evening's digital displays	Logo <sup>4</sup>	Logo <sup>4</sup>	Logo <sup>4</sup>	Logo <sup>4</sup>	
Event's webpage	Logo <sup>4</sup>	Logo <sup>4</sup>	Logo <sup>4</sup>	Organization name	
Press release	Mention as Honorary Co-Chair	Organization name	Organization name	Organization name	

<sup>1</sup> Organization name and/or logo in the acknowledgement publication published on the Red Cross' French social medias on the day following the event.

<sup>2</sup> Ten guests total, including a table of eight guests and two seats at the head table for the Honorary Co-Chair and a guest. The table's placement in the room will be privileged.

<sup>3</sup> Eight guests seated at the same table. The table's placement in the room will vary according to the contribution offered.

<sup>4</sup> The size of the logo will vary according to the contribution offered.

Online purchasing 

