

# Ball

GENEVA

## PRESENTATION PACK

# Sponsorship

genève   
Croix-Rouge genevoise

Swiss Red Cross 

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BALL GENEVA

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# The Red Cross Charity Ball

2<sup>nd</sup> October 2021

# A crucial event for the Red Cross

THE RED CROSS BALL IS A CHARITY EVENT ORGANIZED JOINTLY BY THE SWISS RED CROSS AND THE GENEVA RED CROSS SINCE 2013 IN A PLUSH, GLAMOROUS SETTING. IT IS ATTENDED EVERY YEAR BY OVER 500 GUESTS FROM SWISS AND INTERNATIONAL BUSINESS, POLITICAL AND CULTURAL CIRCLES.

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## Goal

- + Raise funds to support the national and international programmes run by the Swiss Red Cross and the Geneva Red Cross in favour of the most vulnerable.

## Resources

- + An auction and a lottery are held during the evening to fund the projects supported by the event.



# Major fundraising for 19 years

HELD FOR THE FIRST TIME IN GENEVA  
IN 2002, THE SWISS RED CROSS ANNUAL  
GALA EVENING HAS NOW BECOME A STAPLE  
SOURCE OF FUNDING FOR THE PROGRAMMES  
RUN BY THE SWISS RED CROSS AND THE  
GENEVA RED CROSS.

“Attending the Red Cross Ball is an unique  
opportunity to support the programmes run  
by the Red Cross Movement.”



CHF 9.4 million raised in 17 years.



A large number of projects supported in Switzerland  
and abroad (emergency relief, reconstruction, health,  
social services, etc.)



Charity events each year in **Geneva** and alternately in  
**Zurich, Saint Moritz** and **Gstaad**



RED CROSS BALL GENEVA

# An unique gala event attended by many celebrities

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PRINCE ALBERT DE MONACO



NICOLAS AZNAVOUR AND HIS WIFE KRISTINA



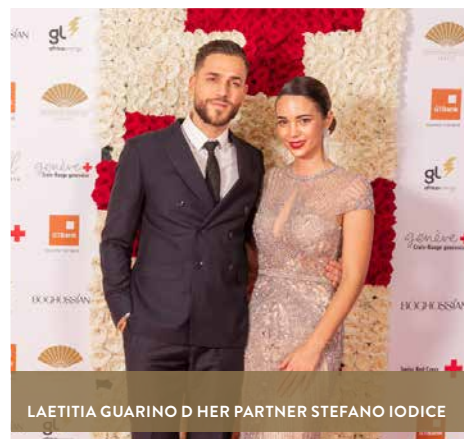
HIS ROYAL HIGHNESS THE MAHARAJA FROM JODHPUR



ADRIANA KAREMBEU



JEREMY IRONS



LAETITIA GUARINO D HER PARTNER STEFANO IODICE



SHANIA TWAIN



VANESSA MAE



RED CROSS BALL GENEVA

# Gallery of previous events

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*Sponsorship*



# Why become a sponsor?



A unique opportunity for your brand to reach a select target audience



An opportunity to commit to a noble cause and be associated with a fundraising event



Brand visibility on a variety of platforms with a link to the event



Major media coverage and exposure on social media platforms with mentions of partners, supporters and sponsors



Your presence at the event, helping you to network and develop your client base



A donation that can be deducted from taxable income



An invitation to side events, including VIP reception for the largest donors of previous balls



A communications tool for inhouse and outside promotion for your organization alongside the Red Cross, whose strong brand is known worldwide



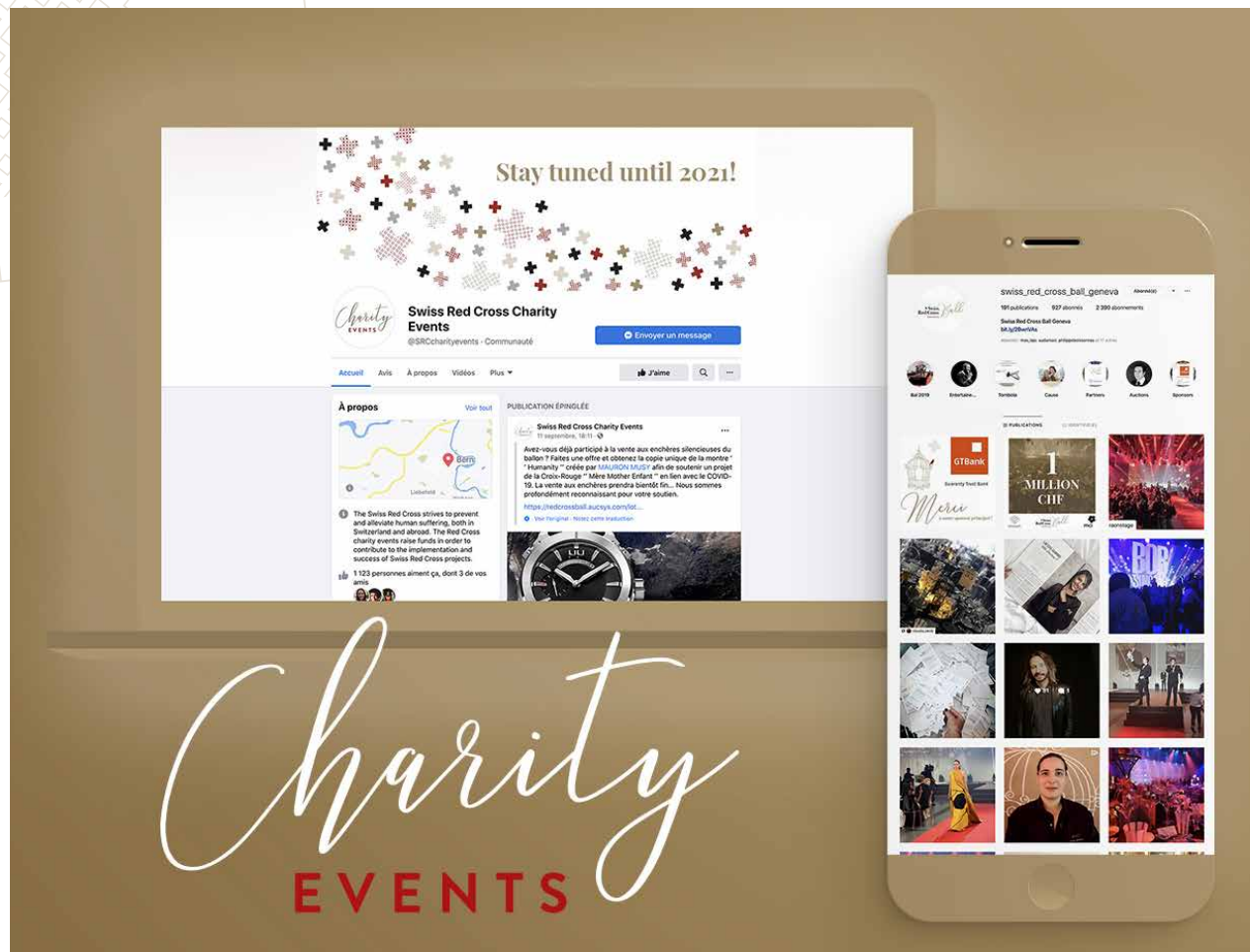
# Support options

SERVICES	DATE	MARY SPONSOR	ASSOCIATE SPONSOR	CORPORATE	SUPPORT
VIP reception – invitations: logo		✓	–	–	–
Invitation: name and logo		✓	✓	–	–
Menu: logo	2 October 2021	✓			–
Ball website: logo and presentation	July 2021	3 pages: Charity events, Geneva ball, sponsors	2 pages: Geneva ball, sponsors	–	–
Ball website: sponsor's own page	July 2021	✓	–	–	–
Table(s)	2 October 2021	2 tables, 20 guests CHF 16,000.–	1 table, 10 guests CHF 8,000.–	1 table, 10 guests CHF 8,000.–	1 table, 10 guests CHF 8,000.–
Ball magazine: advertisement	October 2021	Editorial page and inside front cover CHF 8,000.–	Inside back cover CHF 5,000.–	1 page CHF 3,000.–	–
Social networks		Facebook : 2 posts Instagram : 1 post	Facebook : 1 post Instagram : 1 post	–	–
Event: special mention during speeches	2 October 2021	✓	✓	–	–
Event: photo wall (logo)	2 October 2021	✓	–	–	–
Event: slides	2 October 2021	✓	✓	✓	–
Invitation to VIP reception		✓	–	–	–
Gift bags: promotional items and/or gift	2 October 2021	✓	on request	on request	–
Press release		✓	✓	–	–
		100,000.–	50,000.–	20,000.–	12,000.–

# Digital visibility

## Visibility on the website

- + Homepage (logo)
- + Sponsor page (logo, presentation and website)
- + Dedicated page for the main sponsor (logo, photo, texts, videos)
- + Auction lot page (logo and description of the lot)
- + Lottery page (logo and description of the lot)



## SPONSORSHIP

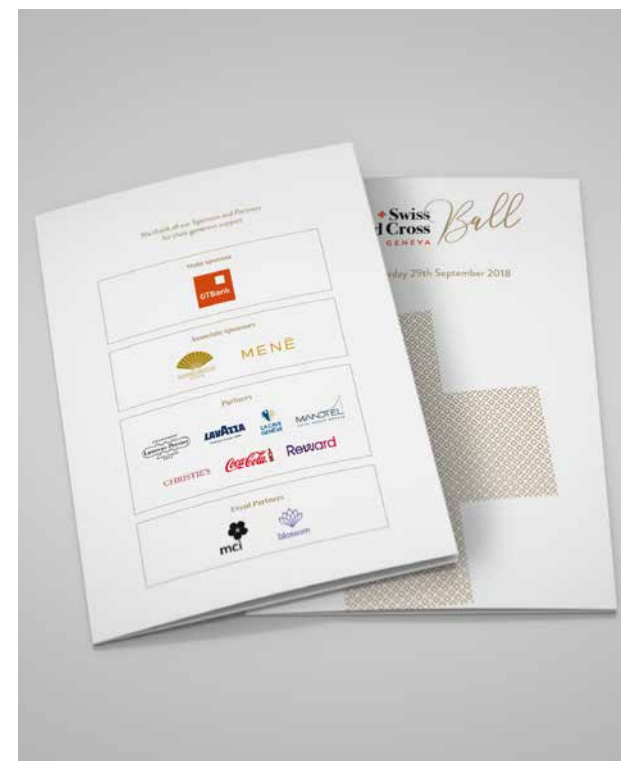
# Print visibility

## Visibility in the Ball magazine

- + Sponsor acknowledgement page (logo and name)
- + Lot page (logo and photos of the lots)

## Visibility on the Ball invitation

- + Back of the invitation, sponsor acknowledgement (logo)



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# Donate lots

If you are considering sponsorship, you can also support the Red Cross Ball by donating individual lots for the auctions. The proceeds will go solely towards supporting Red Cross programmes.



## Lots for the public auctions

### (Live auction)

- + Live public auction during the gala evening with a renowned auctioneer at the gavel
- + Lots presented on the dedicated website and the Ball magazine distributed during the evening

## Lots for the silent auctions

### (Silent auction)

- + Live auction during the evening using a mobile app, using an iPad made available for participants
- + Lots presented in the silent auction mobile app, on a big screen during the evening and on the dedicated website

## Prizes for the lottery

- + Live sale of 2,400 lottery tickets (CHF 25 each or CHF 100 for a booklet of 4 tickets)
- + Prizes are described in the Ball magazine distributed during the evening
- + The list of prizes will be given out during the evening

SERVICES	ENCHÈRE LIVE	ENCHÈRE SILENCIEUSE	LOTÉRIE
Ball website	Logo + photo and detailed description of the lots	Name + photo of the lot	Name + brief description of the lot
Ball magazine	1 page: logo + photo and detailed description of the lot	1/2 page: logo + photo and brief description of the lot	Logo/advertisement + brief description of the lot

An abstract graphic design featuring several overlapping squares. The squares are filled with a repeating diamond or cross-hatch pattern. The squares are arranged in a way that they appear to be layered, with some partially obscuring others. The overall color scheme is a warm, muted brown or tan.

# The 2021 Red Cross Ball



THE 2021 RED CROSS BALL

# Concept

THE ORGANIZERS OF THE 2021 BALL WOULD LIKE TO SHARE A SPECIAL EXPERIENCE AND EMOTIONS ON THE THEME: "HELPING THE ONES LEFT BEHIND".



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## The 5 highlights of the evening

- + Enter a symbolic world
- + Share a personal experience
- + Immerse yourself in a photo exhibition
- + Experience a surprise show
- + Be charmed by an artistic performance on the theme





# *The 2021 Cause*

HELPING THE ONES LEFT BEHIND

# In Geneva and worldwide

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**In 2021,** THE RED CROSS BALL IN GENEVA WILL HELP THE MOST VULNERABLE MEMBERS OF SOCIETY BY DEVELOPING PROGRAMMES SPECIFICALLY FOR CHILDREN AND WOMEN IN AFRICA AND GENEVA CANTON, FOCUSING ON THREE TOPICS: PREVENTION, SUPPORT AND MENTORING.





# Our commitment

## Around the world

The proceeds of the 2021 Ball will enable the Swiss Red Cross to develop its mother and child programmes and expand its support for vulnerable people living in rural regions.

- + **Education** Health promotion: hygiene, drinking water, latrines, food (vegetable gardens, balanced diet, supplementary food), family planning, environmental protection.
- + **Prevention** Maternal and child care (pregnancy and newborn

monitoring, obstetrics, vaccination campaigns, cancer screening), control of infectious diseases (e.g. malaria, HIV/AIDS, tuberculosis, cholera), promotion of a healthy lifestyle to prevent non-communicable diseases such as diabetes.

- + **Curative care** First aid, treatment of endemic diseases, control of epidemics, responsible use of essential medicines, transfer to clinics and support for seriously ill patients and pregnant women at risk of childbirth.



# Our commitment

## In Geneva

On account of the pandemic and the socio-economic fallout it caused, Geneva canton saw a major increase in the number of people in precarious circumstances. The funds raised during the 2021 Ball will enable the Geneva Red Cross to continue its actions in favour of vulnerable people, particularly in the field of health and family support. This year, the programmes highlighted are aimed in particular at:

- + Giving access to the job market and promoting the integration of women in precarious situations, through recognized training in the field of health.
- + Helping and relieving mothers in very precarious situations whose children suffer from various diseases through personalized and professional support.
- + Support the integration and academic success of children whose parents are unable to support them for various socio-economic reasons.





*Organizers*



## ORGANIZERS

# Croix-Rouge

Swiss Red Cross



## Organization

- + Humanitarian organization founded in Bern in 1866
- + Nowadays the best known and most recognized humanitarian organization in Switzerland but also the largest, most diverse organization with the strongest reputation
- + Part of the International Movement of Red Cross & Red Crescent Societies - more than 200 National Societies, 100 million members and volunteers throughout the world

## Mission

- + Its work focuses on preventing and alleviating human suffering in Switzerland and abroad
- + A broad range of programmes to protect human health, life and dignity and initiatives to encourage the diffusion of the Red Cross values

### 7 Fundamental Principles of the Swiss Red Cross

- + Humanity
- + Impartiality
- + Neutrality
- + Independence
- + Voluntary work
- + Unity
- + Universality

## Representatives

Thomas Heiniger, President

Markus Mader, General Director

[www.redcross.ch/charity](http://www.redcross.ch/charity)

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genève   
Croix-Rouge genevoise

## Organization

- + Humanitarian organization founded in Geneva in 1864
- + One of the 24 Swiss Red Cross cantonal associations

## Representatives

Matteo Pedrazzini, President

Stéphanie Lambert, General Director

# Committees



## Patronage Committee

- + State Council of the Republic and Canton of Geneva in corpore
- + State Councillor
- + Executive Council Members of the City of Geneva
- + Elhadj As Sy, General Secretary of the International Federation of Red Cross and Red Crescent Societies
- + Robert Mardini, General Director of the ICRC
- + Christian Lüscher, Member of the National Council
- + Raymond Loretan
- + Bertrand & Michèle Piccard
- + Countess Barbara Zanon Di Valgiurata

## Honorary Committee

- + Sheikh Mohammed El Khereiiji, Honorary Chairman of the Swiss Red Cross Ball
- + Segun Agbaje, CEO de la Guaranty Trust Bank PLC
- + David Collas, General Manager of Mandarin Oriental, Geneva
- + Albert Boghossian, Boghossian Foundation
- + Abdallah Chatila, CEO of m3 Group

## Executive Committee

- + Absa Kane, Co-Chair
- + Dania Samawi, Co-Chair
- + Raheek Ador
- + Elisabetta Boselli-Mauro
- + Corrine Cerutti
- + Marianne Haddah Mazou
- + Charlotte Henry
- + Louise Lombard
- + Caroline Puglia
- + Gwendolyn Samawi
- + Natalia Törnqvist

# Contacts



## Swiss Red Cross

Charity Events  
Guillaume Crausaz

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## Geneva Red Cross

Responsible Partner  
Benjamin Lachat

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1211 Geneva 4

📞 022 304 04 24

✉️ b.lachat@croix-rouge-ge.ch

## General coordination, communication and PR

blossom Communication  
Laurence De Cecco

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## Event organization

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A decorative graphic element in the bottom-left corner of the page. It consists of several overlapping squares and rectangles. The top-left square is filled with a fine, repeating diamond or grid pattern. The other squares are empty, with only their outlines visible. The entire graphic is rendered in a light beige or cream color, matching the overall aesthetic of the page.

*Thank you*