

**2017 HRC North Carolina Gala**  
Saturday, February 4, 2017

**SPONSOR OPPORTUNITIES**



@hrcncgala



hrccharlotte



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## HRC North Carolina

Recently ranked by Forbes Magazine as a Top 10 United States boom-town, Charlotte is the crown jewel of the New South.

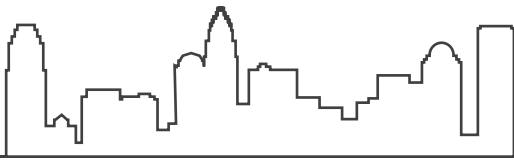
The city, also host to the Democratic National Convention in September 2012, has a strong diverse heritage, reflected in part by the growing LGBTQ population. Same-sex domestic partners are among North Carolina's fastest growing demographic groups. Between the 2000 and 2010 Census, same-sex couples jumped 168 percent.

In 2005, Mecklenburg County added sexual orientation to its employment non-discrimination policy, and added gender identity and expression in 2013. In 2009, domestic partner benefits were extended to all county employees. Charlotte City Council amended the city's employment non-discrimination policy to include sexual orientation in 2010 and gender identity and expression in 2012. In February 2016, Charlotte City Council voted to update several local ordinances to include sexual orientation, gender identity and gender expression as classes protected from discrimination in places of public accommodation, in passenger vehicles for hire and in commercial contracting with the city. It is these ordinance changes that prompted the North Carolina General Assembly to pass one of the most extreme anti-LGBTQ pieces of legislation in the country, known as House Bill 2 (HB2). HRC leaders were at the forefront of these legislative actions in Charlotte and in Raleigh.

HRC North Carolina has more than 23,000 members who are involved in the community through outreach, education, events and corporate support. Charlotte is the epicenter of culture and information for the Carolinas and beyond, and has a reputation for high-profile events, which represent the single most effective way to showcase support for diversity and the people who fight for equality.

Charlotte holds one of the largest local HRC Galas, with the more than 1,100 attendees annually.

In 2017, we will celebrate our 22nd year holding a Gala in North Carolina. The Gala is scheduled for Saturday, February 4, 2017, in Charlotte. More than 1,500 LGBTQ people and straight allies are expected to attend, and previous Galas have sold out quickly. The annual black-tie fundraiser is the highlight of the fundraising year for the LGBTQ community in the Carolinas.



## The Human Rights Campaign

The Human Rights Campaign (HRC) represents a grassroots force of more than 1.5 million members and supporters nationwide. As the largest national lesbian, gay, bisexual and transgender (LGBTQ) civil rights organization, HRC envisions an America where LGBTQ people are ensured of their basic equal rights, and can be open, honest and safe at home, at work and in the community.

In July 2015, HRC sprinted into the newest chapter in the fight for full, federal equality. HRC President Chad Griffin stood alongside several prominent members of Congress and individuals who have faced discrimination in their own lives as a landmark piece of new legislation, The Equality Act, was introduced. Co-sponsored by 214 members of Congress, the bill would guarantee explicit, permanent protections for LGBTQ people in many of the important aspect of their lives.

Currently, millions of Americans are subjected to uncertainty and potential discrimination that impacts their safety, their family and their way of life. All LGBTQ Americans deserve a fair chance to earn a living and provide for their families.

Since its introduction, the Equality Act has seen widespread support. A number of corporate giants – including American Airlines, Apple, Bank of America, Diageo North America, Facebook, General Mills, Google, Microsoft, Nike, IBM, Oracle, Orbitz Symantec and TIAA-CREF – have publicly endorsed the bill.

Politically, HRC is dedicated to increasing public understanding through innovative education and communications strategies, effectively lobbying Congress, mobilizing grassroots action in diverse communities and strategically investing to elect fair-minded legislators.

# Sponsorship Levels & Benefits



## **Presenting Sponsor \$35,000\***

- ▶ 20 seats (2 tables) to the Gala in preferred location and 20 tickets to the VIP reception
- ▶ Cover position full page color ad in Gala program book
- ▶ Opportunity to submit a 2 minute video to be shown during the event
- ▶ Recognition in Gala program sponsor video
- ▶ Name and logo in program book and on Gala signage
- ▶ Name & logo on 3,500+ mailed Gala invitations and marketing material (commitment by September 30th)
- ▶ Logo and company website link on [hrccarolina.org](http://hrccarolina.org) until the 2018 Gala launch
- ▶ VIP reception signature sponsor
- ▶ Limited opportunity for 1 sponsor

*\* Cash sponsorship of \$25,000 plus funding VIP reception (estimated at \$10,000)*



## **Diamond Sponsor \$25,000**

- ▶ 20 Seats (2 tables) to the Gala in preferred location and 20 tickets to the VIP reception
- ▶ Premium position full page color ad in Gala program book
- ▶ Opportunity to submit a 2 minute video to be shown during the event
- ▶ Recognition in Gala program sponsor video
- ▶ Name and logo in program book and on Gala signage
- ▶ Name & logo on 3,500+ mailed Gala invitations and marketing material (commitment by September 30th)
- ▶ Logo and company website link on [hrccarolina.org](http://hrccarolina.org) until the 2018 Gala launch
- ▶ Limited opportunity for 3 sponsors



## **Platinum Sponsor \$15,000**

- ▶ 10 Seats (1 table) to the Gala in preferred location and 10 tickets to the VIP reception
- ▶ Full page color ad in Gala program book
- ▶ Recognition in Gala program sponsor video
- ▶ Name and logo in program book and on Gala signage
- ▶ Name & logo on 3,500+ mailed Gala invitations and marketing material (commitment by September 30th)
- ▶ Logo and company website link on [hrccarolina.org](http://hrccarolina.org) until the 2018 Gala launch



## **Gold Sponsor \$10,000**

- ▶ 6 seats to the Gala in preferred location and 6 tickets to the VIP reception
- ▶ Full page color ad in Gala program book
- ▶ Recognition in Gala program sponsor video
- ▶ Name and logo in program book and on Gala signage
- ▶ Name & logo on 3,500+ mailed Gala invitations and marketing material (commitment by September 30th)
- ▶ Logo and company website link on [hrccarolina.org](http://hrccarolina.org) until the 2018 Gala launch



### **Silver Sponsor \$5,000**

- ▶ 4 seats to the Gala in preferred location and 4 tickets to the VIP reception
- ▶ Half page color ad in Gala program book
- ▶ Recognition in Gala program sponsor video
- ▶ Name and logo in program book and on Gala signage
- ▶ Logo and company website link on [hrccarolina.org](http://hrccarolina.org) until the 2018 Gala launch



### **Bronze Sponsor \$2,500**

- ▶ 2 seats to the Gala in preferred location and 2 tickets to the VIP reception
- ▶ Half page color ad in Gala program book
- ▶ Recognition in Gala program sponsor video
- ▶ Name and logo in program book and on Gala signage
- ▶ Logo and company website link on [hrccarolina.org](http://hrccarolina.org) until the 2018 Gala launch



### **Silent Auction Sponsor \$10,000**

- ▶ 6 seats to the Gala in preferred location and 6 tickets to the VIP reception
- ▶ Full page color ad in Gala program book
- ▶ Recognition in Gala program sponsor video
- ▶ Name and logo in program book and on Gala signage
- ▶ Name & logo on 3,500+ mailed Gala invitations & marketing material (commitment by September 30th)
- ▶ Logo and company website link on [hrccarolina.org](http://hrccarolina.org) until the 2018 Gala launch
- ▶ Additional silent auction branding opportunities including sponsor signage within the silent auction area and on the BidPal bidding system



### **Silent Auction Preview \$5,000**

- ▶ 4 seats to the Gala in preferred location and 4 tickets to the VIP reception
- ▶ Half page color ad in Gala program book
- ▶ Recognition in Gala program sponsor video
- ▶ Name and logo in program book and on Gala signage
- ▶ Name & logo on 3,500+ mailed Gala invitations and marketing material (commitment by September 30th)
- ▶ Logo and company website link on [hrccarolina.org](http://hrccarolina.org) until the 2018 Gala launch



### **Custom Media & Marketing Sponsorships Available**

- ▶ The full retail value of In Kind Services will be valued at 50% for purposes of sponsorship level and benefits.

*In the spirit of being environmentally friendly, the Human Rights Campaign has limited the number of program books distributed at each gala. Program books will be distributed to all corporate sponsor attendees, and all other guests will receive program books on every other chair. Additional program books will be available at the door upon exiting the ballroom. Additionally, the program book will be distributed on all social media channels including our website until the 2018 HRC North Carolina Gala.*

2016 HRC  
North  
Carolina  
Gala  
Sponsors

**// PRESENTING SPONSOR**

Bank of America

**// DIAMOND SPONSORS**

Time Warner Cable

Wells Fargo

**// PLATINUM SPONSOR**

Duke University Hospital

**// GOLD SPONSORS**

Blue Cross Blue Shield of NC

DIAGEO/Ketel One/B.V.

Food Lion

iTek

MetLife

TIAA CREF

**// SILVER SPONSORS**

Ally Financial

Charlotte Pride

Compass Group

Duke Energy

Equality North Carolina

Reynolds American

Your Custom Catering & Events

**// BRONZE SPONSORS**

8th Street Pilates/Follicle

Alston & Bird LLP

Aon

Belk

Daniel Houck Creative Services

Fifth Third Bank

Griffin for U.S. Senate

Moore & Van Allen

North West Family Physicians

Novant Health

Wells Fargo Home Mortgage

# Sponsorship & Ticket Form

Thank you for your support of the 2017 HRC North Carolina Gala & Silent Auction

## // PLEASE SELECT YOUR SPONSORSHIP LEVEL

**Presenting Sponsorship** \$35,000

**Diamond Sponsorship** \$25,000

**Platinum Sponsorship** \$15,000

**Gold Sponsorship** \$10,000

**Silver Sponsorship** \$5,000

**Bronze Sponsorship** \$2,500

**Silent Auction Sponsorship** \$10,000

**Silent Auction Preview Sponsorship** \$5,000

**Additional Table\*\*** \$2,022.50\*

**Additional Corporate Ticket(s)** \$202.50\*

**In Kind Value (TBD by HRC Gala Committee)**

*\*Includes Ticketing Fees, \*\*10 seats per table*

## // PLEASE EMAIL COMPLETED FORM

**TO:** [sponsor@hrccarolina.org](mailto:sponsor@hrccarolina.org)

- ▶ Invoice will be sent with payment instructions enclosed
- ▶ Full sponsorship payment must be received prior to event publication deadline of December 5, 2016
- ▶ Attendee names for Gala and VIP due January 6, 2017
- ▶ Sponsors will receive notices via email with deadlines and information needed
- ▶ The Human Rights Campaign is a 501(c)4 organization; therefore, contributions/donations are not tax-deductible as charitable contributions.

## // PLEASE COMPLETE THE FOLLOWING INFORMATION:

Company / Organization Name:

Primary Contact:

Business Phone:

Address:

City:

State:

Zip:

Email:

Website URL:

# Gala Program Book Ad Form

Thank you for your support of the 2017 HRC North Carolina Gala & Silent Auction

## // GALA PROGRAM BOOK AD RATES

	Advertisement	Non Profit
<b>Full Page Ad</b> Size 7.5" x 10"	\$900	\$450
<b>Half Page Ad</b> Size 7.5" x 4.75" or 3.5" x 10"	\$500	\$250
<b>Quarter Page Ad</b> Size 3.5" x 4.75"	\$300	\$150

### // ALL PAYMENTS & MATERIALS

- ▶ Due: 5:00 p.m., December 17, 2016
- ▶ Files Accepted: TIFF, EPS, JPEG, PNG

### // PLEASE EMAIL COMPLETED FORM

TO: [ad@hrccarolina.org](mailto:ad@hrccarolina.org)

### // MAKE PAYMENT TO:

- ▶ Human Rights Campaign  
Attn: Mike Wilkinson  
1640 Rhode Island Ave NW  
Washington, D.C. 20036
- ▶ Credit card payments can be arranged. Please contact [ad@hrccarolina.org](mailto:ad@hrccarolina.org)

### // PLEASE COMPLETE THE FOLLOWING INFORMATION:

Company / Organization Name:

Primary Contact:

Business Phone:

Address:

City:

State:

Zip:

Email:

Website URL:

# Silent Auction Donation Form

Thank you for your support of the 2017 HRC North Carolina Gala & Silent Auction

## // ITEM DESCRIPTION

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## // RETAIL VALUE

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## // IF RETAIL VALUE OF DONATION EXCEEDS \$500 - SEE BELOW FOR ADDITIONAL BENEFITS

### Full Page Ad

Size 7.5" x 10"

\$2,500

### Half Page Ad

Size 7.5" x 4.75" or 3.5" x 10"

\$1,501 - \$2,499

### Quarter Page Ad

Size 3.5" x 4.75"

\$500 - \$1,500

### // PLEASE EMAIL COMPLETED FORM

TO: [silentauction@hrccarolina.org](mailto:silentauction@hrccarolina.org)

- ▶ Silent auction items are due by: January 9, 2017
- ▶ All ads due by 5:00 p.m. December 17, 2016
- ▶ The Human Rights Campaign is a 501(c)4 organization; therefore, contributions/donations are not tax-deductible as charitable contributions.

### // PLEASE COMPLETE THE FOLLOWING INFORMATION:

Donor Listed As:

Phone:

Address:

City:

State:

Zip:

Email: