



## HRC Charlotte

### COMMUNITY PARTNERSHIP OPPORTUNITIES



@hrcncgala



hrccharlotte



[www.facebook.com/hrccharlotte](http://www.facebook.com/hrccharlotte)  
[www.facebook.com/hrcnorthcarolinagala](http://www.facebook.com/hrcnorthcarolinagala)

## The Human Rights Campaign

The Human Rights Campaign (HRC) represents a grassroots force of nearly two million members and supporters nationwide. As the largest national lesbian, gay, bisexual, transgender and queer (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.

By inspiring and engaging individuals and communities, HRC strives to end discrimination against LGBTQ people and realize a world that achieves fundamental fairness and equality for all.

### HRC Charlotte

Charlotte understands diversity and fairness is simply good for business. Whether it is to attract a talented, diverse workforce, expand brand awareness or strengthen community relationships, Charlotte businesses understand that equality is the best way forward.

By supporting the Human Rights Campaign, you understand the important role local Charlotte businesses can play within the LGBTQ movement. HRC Charlotte community sponsorship opportunities will signal to consumers in Charlotte that your company values diversity, fairness and inclusion.

Charlotte embraces its diverse heritage and the city's large LGBTQ population reflects that commitment. Approximately 23,000 members of HRC reside in the State of North Carolina and are a part of the HRC Charlotte market. Through our membership and volunteer base, HRC Charlotte plays an important role in the community through outreach and education. We actively build community and corporate support for LGBTQ equality.

With our current political climate, it is now more important than ever for businesses – no matter their size – to stand up for LGBTQ equality.

Will you join us?



## Why HRC Charlotte?

Throughout each year, HRC Charlotte actively works within the Charlotte metropolitan area to advocate for LGBTQ equality.

During the summer pride season, we participate in numerous pride festivals around the Charlotte region including our home city's festival – Charlotte Pride, which is as one of the largest pride festivals in the southeast. In addition to hosting an informational booth, HRC Charlotte has an award winning float in the annual pride parade.

In early fall, HRC Charlotte partners with other local LGBTQ organizations to host the HRC Community Picnic. With nearly 300 attendees, this is a not-to-be-missed afternoon of food, fun and festivities!

Each year, the HER HRC program brings the opportunity to celebrate women and build a greater sense of community. Attended by over 5,000 women annually across the country, HER HRC events are open to everyone, regardless of gender or sexual orientation. This fall, HRC Charlotte will host our annual HER HRC Music Festival featuring talented female artists and performers from around the Carolinas.

New for 2018, we will be kicking off our Gala slate of events with a Gala Kick Off Event. Officially launching the 2018 Gala season, this event is a great opportunity to sponsor at a signature level.

In addition to these regularly scheduled events, we frequently host additional ad-hoc events throughout the year that are designed to engage the LGBTQ community and our allies.

The election of Donald Trump has ignited a grassroots firestorm of LGBTQ Americans and our allies who are stepping up – across the board – to provide the resources that HRC and HRC Foundation will need to fight each and every battle that will come our way.

Will you join us?

# Sponsorship Levels & Benefits



## **Crown Sponsor \$1,500**

- ▶ Presenting sponsor for a community event of your choice\*
- ▶ 10 HER HRC Music Festival tickets
- ▶ Four HRC Gala Kick Off event tickets
- ▶ Invitation to Federal Club/Federal Club Council events
- ▶ Two tickets to the Gala VIP reception
- ▶ Full page color ad in City Host Welcome Guide
- ▶ Half page color ad in Gala Program Book
- ▶ Two social media pushes per month
- ▶ Name and logo in Gala Program Book and on Gala presentation screens
- ▶ Logo and company website link on [hrccarolina.org](http://hrccarolina.org) until the 2019 Gala launch



## **Skyline Sponsor \$1,000**

- ▶ Five HER HRC Music Festival tickets
- ▶ Two HRC Gala Kick Off event tickets
- ▶ Invitation to Federal Club/Federal Club Council events
- ▶ One ticket to the Gala VIP reception
- ▶ Half page color ad in City Host Welcome Guide
- ▶ Quarter page color ad in Gala Program Book
- ▶ One social media push per month
- ▶ Name and logo in Gala Program Book and on Gala presentation screens
- ▶ Logo and company website link on [hrccarolina.org](http://hrccarolina.org) until the 2019 Gala launch



## **Uptown Sponsor \$500**

- ▶ Two HER HRC Music Festival tickets or two HRC Gala Kick Off event tickets
- ▶ Invitation to annual our annual Federal Club/Federal Club Council events
- ▶ Half page color ad in City Host Welcome Guide
- ▶ Quarter page color ad in Gala Pogram Book
- ▶ One social media push per month
- ▶ Name and logo in Gala Program Book and on Gala presentation screens
- ▶ Logo and company website link on [hrccarolina.org](http://hrccarolina.org) until the 2019 Gala launch

*\*Presenting sponsorships are offered on a first come, first serve basis.*

# Community Sponsorship Form

Thank you for your support of HRC Charlotte

## // PLEASE SELECT YOUR SPONSORSHIP LEVEL

		<b>Gala Program Book</b>	<b>City Host Welcome Guide</b>
<b>Crown Sponsor</b>	\$1,500	<b>Full Page Ad</b> Size 7.5" x 4.75" or 3.5" x 10"	<b>Full Page Ad</b> Size 5.0" x 8.0"
<b>Skyline Sponsor</b>	\$1,000	<b>Half Page Ad</b> Size 3.5" x 4.75"	<b>Half Page Ad</b> Size 5.0" x 4.0"
<b>Uptown Sponsor</b>	\$500	<b>Quarter Page Ad</b> Size 2.5" x 3.5"	<b>Half Page Ad</b> Size 5.0" x 4.0"

### // PLEASE EMAIL COMPLETED FORM TO: [communityevents@hrccarolina.org](mailto:communityevents@hrccarolina.org)

- ▶ Invoice will be sent with payment instructions enclosed
- ▶ Sponsors will receive notices via email with deadlines and information needed if applicable
- ▶ The Human Rights Campaign is a 501(c)4 organization; therefore, contributions/donations are not tax-deductible as charitable contributions.

#### **Ad Specifications**

- ▶ Please email files to: [ad@hrccarolina.org](mailto:ad@hrccarolina.org)
- ▶ Due: January 5, 2018

### // PLEASE COMPLETE THE FOLLOWING INFORMATION:

Company / Organization Name:

Primary Contact:

Business Phone:

Address:

City:

State:

Zip:

Email:

Website URL: