

2018 HRC North Carolina Gala
Saturday, February 17, 2018

SPONSOR OPPORTUNITIES



@hrcncgala



hrccharlotte



www.facebook.com/hrccharlotte
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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.

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 had 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 aspects of their lives. In May 2017, the bipartisan Equality Act was re-introduced with 241 co-sponsors — the most congressional support that any piece of pro-LGBTQ legislation has received upon introduction.

The nonpartisan Public Religion Research Institute found that nationally, bipartisan support for a bill like the Equality Act topped 70 percent. The legislation has been endorsed by the Business Coalition for the Equality Act, a group of more than 90 major companies with operations in all 50 states, employing more than 5.8 million people and having a combined revenue of more than \$2.6 trillion.

This July, HRC launched its biggest grassroots expansion in its 37-year history, HRC Rising. LGBTQ people and all marginalized communities face persistent attacks by the current administration, and this initiative will accelerate progress in states from coast-to-coast, resist the politics of hate, fight anti-LGBTQ legislation, and fuel pro-equality candidates and initiatives. Our community and allies are standing up to unite, enlist and resist like never before in our fight for LGBTQ equality and victory in elections in 2018, 2020 and beyond.

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.

HRC North Carolina

HRC North Carolina has more than 23,000 members who are involved in the community through outreach, education, events and corporate support. Charlotte, ranked by Forbes magazine as a Top 10 United States boom-town, 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.

The city has a strong diverse heritage, reflected in part by the growing LGBTQ population. Same-sex domestic couples 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, passenger vehicles for hire and commercial contracting with the city. These ordinance changes 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 (HB-2). In March 2017, North Carolina legislators passed House Bill 142 (HB-142), effectively repealing HB-2 but at a great expense to the LGBTQ community. HB-142 imposes a moratorium until 2020 on local governments passing non-discrimination protections across North Carolina and grants the state legislature exclusive authority over regulating access to public multiple-occupancy bathrooms and other facilities. This continues to harm not only the LGBTQ community, but also communities of color, women, veterans and workers.

In 2018, we will celebrate our 23rd year holding a gala in North Carolina. The Gala is scheduled for Saturday, February 17, 2018, in Charlotte. Over 1,000 LGBTQ people and straight allies are expected to attend the annual black-tie fundraiser which is the highlight of the fundraising year for the LGBTQ community in the Carolinas.

Sponsorship Levels & Benefits



Presenting Sponsor \$35,000*

- ▶ 20 seats (two 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 two minute video to be shown during the event
- ▶ Recognition in Gala program sponsor video
- ▶ Name and logo in program book and on Gala signage and presentation screens
- ▶ Name and logo on 3,500+ mailed Gala invitations and marketing material (commitment by November 15th)
- ▶ Logo and company website link on hrccarolina.org until the 2019 Gala launch
- ▶ VIP reception signature sponsor
- ▶ Limited opportunity for one sponsor

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



Diamond Sponsor \$25,000

- ▶ 20 Seats (two 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 two minute video to be shown during the event
- ▶ Recognition in Gala program sponsor video
- ▶ Name and logo in program book and on Gala signage and presentation screens
- ▶ Name and logo on 3,500+ mailed Gala invitations and marketing material (commitment by November 15th)
- ▶ Logo and company website link on hrccarolina.org until the 2019 Gala launch



Platinum Sponsor \$15,000

- ▶ 10 Seats (one 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 and presentation screens
- ▶ Name and logo on 3,500+ mailed Gala invitations and marketing material (commitment by November 15th)
- ▶ Logo and company website link on hrccarolina.org until the 2019 Gala launch



Gold Sponsor \$10,000

- ▶ Six seats to the Gala in preferred location and six 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 and presentation screens
- ▶ Name and logo on 3,500+ mailed Gala invitations and marketing material (commitment by November 15th)
- ▶ Logo and company website link on hrccarolina.org until the 2019 Gala launch



Silver Sponsor \$5,000

- ▶ Four seats to the Gala in preferred location and four 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 and presentation screens
- ▶ Logo and company website link on hrccarolina.org until the 2019 Gala launch



Bronze Sponsor \$2,500

- ▶ Two seats to the Gala in preferred location and two 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 and presentation screens
- ▶ Logo and company website link on hrccarolina.org until the 2019 Gala launch



Silent Auction Sponsor \$10,000

- ▶ Six seats to the Gala in preferred location and six 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 and presentation screens
- ▶ Name and logo on 3,500+ mailed Gala invitations & marketing material (commitment by November 15th)
- ▶ Logo and company website link on hrccarolina.org until the 2019 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

- ▶ Four seats to the Gala in preferred location and four 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 and presentation screens
- ▶ Name and logo on 3,500+ mailed Gala invitations and marketing material (commitment by November 15th)
- ▶ Logo and company website link on hrccarolina.org until the 2019 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 2019 HRC North Carolina Gala.

Sponsorship & Ticket Form

Thank you for your support of the 2018 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

- ▶ Invoice will be sent with payment instructions enclosed
- ▶ Full sponsorship payment must be received prior to event publication deadline of January 5, 2018
- ▶ Attendee names for Gala and VIP due January 5, 2018
- ▶ 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 2018 HRC North Carolina Gala & Silent Auction

// GALA PROGRAM BOOK AD RATES

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

// ALL PAYMENTS & MATERIALS

- ▶ Due: January 5, 2018
- ▶ Files Accepted: TIFF, EPS, JPEG, PNG

// PLEASE EMAIL COMPLETED FORM
TO: 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

// 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 2018 HRC North Carolina Gala & Silent Auction

// ITEM DESCRIPTION

// RETAIL VALUE

// 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

- ▶ Silent auction items are due by January 19, 2018
- ▶ All ads due by January 5, 2018
- ▶ 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: