



## HRC Charlotte

### COMMUNITY PARTNERSHIP OPPORTUNITIES



@hrcncgala



hrccharlotte



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

## 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.

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.

## HRC Charlotte

Charlotte embraces its diverse heritage and the city's large LGBTQ population reflects that commitment. HRC Charlotte plays an important role in the community through outreach and education. We host a slate of diverse events that build community and corporate support for LGBTQ equality throughout the year.

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 have 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 Charlotte – Events**

Approximately 23,000 members of HRC reside in the State of North Carolina and are a part of the HRC Charlotte market. In addition to our general members and supporters, the HRC Charlotte Federal Club is a group of highly committed individuals and couples who are substantial donors to HRC (\$1,200 + annually). These individuals are strong local ambassadors of HRC's mission.

Throughout the year, we host a number of events to raise awareness for HRC and enhance our sense of community.

Towards the beginning of each calendar 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. Tickets are kept at a reasonable price to encourage attendance. This coming year, HRC Charlotte is hosting our inaugural HER HRC Music Festival featuring talented female artists and performers from around the Carolinas at multiple venues in Charlotte's NoDa Arts District.

Each summer, HRC partners with several local LGBTQ organizations to put on the HRC Family Picnic. With nearly 300 attendees, this is a not-to-be-missed afternoon of food, fun and festivities!

New for 2017, we will be kicking off our Gala slate of events with our annual HRC Drag Diner. This is a great night of drag, fun, food and entertainment leading up to our annual Gala. Over 200 attendees cheer on our favorite Diner Girls as they entertain us with song, dance and more than a few surprises!

Come fall, we host the HRC Fright Night at Scarowinds. Over 150 thrill seekers join us for a delightful, frightful night at Carowinds!

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 its allies.

# Sponsorship Levels & Benefits



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

- ▶ Presenting sponsor for a community event of your choice\*
- ▶ 10 HER HRC Music Festival tickets
- ▶ 4 Fright Night at Scarowinds tickets
- ▶ 4 HRC Drag Diner tickets
- ▶ Logo and company website link on [hrccarolina.org](http://hrccarolina.org) until the 2018 Gala launch
- ▶ Half page color ad in the 2017 HRC North Carolina Gala program book



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

- ▶ 5 HER HRC Music Festival tickets
- ▶ 2 Fright Night at Scarowinds tickets
- ▶ 2 HRC Drag Diner tickets
- ▶ Logo and company website link on [hrccarolina.org](http://hrccarolina.org) until the 2018 Gala launch
- ▶ Quarter page ad in the 2017 HRC North Carolina Gala program book



## **Uptown Sponsor \$500**

- ▶ 2 HER HRC Music Festival tickets
- ▶ 2 Fright Night at Scarowinds tickets or 2 HRC Drag Diner tickets
- ▶ Logo and company website link on [hrccarolina.org](http://hrccarolina.org) until the 2018 Gala launch
- ▶ Quarter page ad in the 2017 HRC North Carolina Gala program book

*\*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>Crown Sponsor</b>	\$1,500	<b>Half Page Ad</b> Size 7.5" x 4.75" or 3.5" x 10"
<b>Skyline Sponsor</b>	\$1,000	<b>Quarter Page Ad</b> Size 3.5" x 4.75"
<b>Uptown Sponsor</b>	\$500	<b>Quarter Page Ad</b> Size 3.5" x 4.75"

## // 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: 5:00 p.m., December 17, 2016

## // PLEASE COMPLETE THE FOLLOWING INFORMATION:

Company / Organization Name:

Primary Contact:

Business Phone:

Address:

City:

State:

Zip:

Email:

Website URL: