

GREATER NEW YORK GALA

FEBRUARY 11, 2017
WALDORF ASTORIA, NY

HRCGREATERNY.ORG

**equality
forward**

EQUALITY FOR ALL

PROGRAM ADVERTISING



**HUMAN
RIGHTS
CAMPAIGN®**

The Human Rights Campaign, a nonpartisan organization working at both the federal and state levels, represents a grassroots force of more than 1.5 million members and supporters nationwide. As the country's largest lesbian, gay, bisexual, transgender, and queer (LGBTQ) civil rights organization, HRC envisions an America where LGBTQ people are ensured of their basic civil rights and can be open, honest, and safe at home, at work, and in the community. HRC effectively lobbies Congress, mobilizes grassroots action in diverse communities, invests strategically to elect a fair-minded Congress, and increases public understanding through innovative education and communication strategies.

HRC endeavors, as part of its mission, to create a safe and secure workplace for LGBTQ employees. The HRC Corporate Equality Index (CEI) sets the standards for corporate excellence in ensuring LGBTQ equality, and HRC provides the resources for companies to achieve this goal.

Because of your support, Americans in every state can now say we live in a nation that embraces marriage equality. However, despite that historic stride, the persistent threat of discrimination is a reality for millions of LGBTQ Americans. To combat that threat, HRC is hard at work to ensure key legislation, like the historic Equality Act, is passed so comprehensive non-discrimination protections are finally available to all LGBTQ people in this country. Support for the LGBTQ community and such legislation continues to be positive, but our efforts to bring the same rights in basic areas of life such as employment, housing, education, federal funding, and more to everyone, no matter where they live -- are not over. With your unwavering support, we will continue to fight until the dream of full federal equality is a reality to all Americans.

“...THE PERSISTENT THREAT OF DISCRIMINATION IS A REALITY FOR MILLIONS OF LGBTQ AMERICANS.”

The HRC Greater New York Gala encompasses the tri-state area of New York, New Jersey, and Connecticut, and provides significant funding to the nation's largest civil rights organization working to achieve lesbian, gay, bisexual, transgender and queer equality. With over 1,000 guests at the Gala, HRC highlights issues most important to the LGBTQ community and inspires supporters to action.

The 16th Annual HRC Greater New York Gala will be held on February 11, 2017 at The Waldorf Astoria with an expected attendance, once again, to be at capacity. Tickets will be selling quickly.

GALA EVENING OPPORTUNITIES

Corporate Partnerships

Corporate Partnerships not only provide an opportunity for your company, organization, or group of friends to attend the Gala, but also have additional benefits, including: marketing and advertising, advance entry, table placement, and at certain levels, beverage service.

There are many levels of partnership available, ranging from \$5,000 to \$75,000. For more information please email

sponsorship@hrcgreaterny.org.

Table captains

Table Captains are the heart of the HRC Greater New York Gala's attendance. Each Table Captain strives to fill a table of 10 by creating their own guest list. If you'd like to invite family, friends, and colleagues to sit at your table, become a Table Captain. Remember, Table Captains are not financially obligated to fill the table. As a "thank you" for helping to support the drive for equality, Table Captains are listed in Gala advertisements, invitations, and the official Program Book.

If you would like to host a table, please email tablecaptains@hrcgreaterny.org

Silent Auction

The Silent Auction is an integral part of our annual Gala. Auction donors are recognized on our website and in emailings to our 17,000+ local members. Additionally, there are several predinner celebrations where we will promote the Silent Auction. Silent Auction donors are also eligible for additional discounts on advertising opportunities should they choose to run an ad in the event Program Book. Please contact auction@hrcgreaterny.org for more information.

Program Book

The Program Book is a great way to have a lasting promotional effect on the Gala attendees. It is provided to over 1,000 guests at the event and includes the program agenda, listing of all supporters, and ads offering great promotional opportunities to the advertiser.

For more information on advertising in the Program Book, please email

programbook@hrcgreaterny.org.

PRODUCTION AND DISTRIBUTION

- Print Run—1,100
- Distribution to over 1,000 Gala guests, sponsors, vendors, and HRC corporate leaders

AD SIZES AND COSTS

- Option One: Full Page with bleed—\$1,450
- Option Two: Horizontal Half Page with bleed—\$750
- Option Three: Quarter Page—\$360
- Option Four: Friends of HRC Journal Listing—\$125

If you want to help support the HRC Greater NY Gala with an ad in the Program Book, but don't have one available, the Gala Team would be happy to create one for you or your company. Please fill out the Tactical Brief on page 10 and send to programbook@hrcgreaterny.org. Final ads will only be placed with your approval.

SUBMISSION SPECIFICATIONS AND DEADLINE

- All artwork is due, in accordance with all specifications on the following pages, by Wednesday January 4, 2017.
- All logos must be provided as EPS, PDF, or high-resolution TIF (300 dpi or more at size) files – all fonts must be converted to outlines.
- All ads must be provided in the correct sizes as a press ready PDF, EPS or high-resolution TIF (300 dpi or more at size) format.
- All ads must be in grayscale, bitmapped, or black-only formats. Any color found in black and white ads will be converted, which could cause unpredictable results.
- Artwork that does not meet these specifications will need to be resubmitted.
- Email ads to programbook@hrcgreaterny.org
- For more information about advertising please contact Maria Fasulo at 516.383.7151 or programbook@hrcgreaterny.org for details.

OPTION ONE: \$1,450

- Full page black & white ad
- Image area: 8.5" x 11"
- Artwork provided: 9" x 11.5"
(0.25" bleed area on all sides)



11"

8.5"

OPTION TWO: \$750

- Horizontal half page
black & white ad
- Image area: 8" x 5.125"
- Artwork provided: 8" x 5.125"
(no bleed area required)

11"



8.5"

OPTION THREE: \$360

- Vertical quarter page
black & white ad
- Image area: 3.875" x 5.125"
- Artwork provided: 3.875" x 5.125"
(no bleed area required)

11"



8.5"

OPTION FOUR: \$125

- Have your name listed on a special tribute page in the Official Gala Program Book
- To purchase a listing, please submit your completed form along with your personal or company name(s) as you would like them to appear. One personal name, household or company per \$125.00 order.
- No artwork necessary

11"

FRIENDS OF HRC

Thank you for your
support of the gala!

Company or Individual Name Goes Here
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8.5"

Software and file formats

The HRC Greater New York Gala Program is laid out in Adobe InDesign CS5. We accept the following file formats for ad submissions: .EPS, .AI, .PDF, or high-resolution .TIF (300 dpi or more at size). We are unable to accept ads in other formats. Please observe the following details when preparing your files:

Ad Sizes and Settings

Ads must be sized correctly for our grid; incorrectly sized ads will be adjusted to fit, if they reasonably can be, or returned for resubmission at the correct size. Ad sizes should be as shown on the this page, and prepared with crop marks and a 0.25" bleed.

Fonts

All fonts must be embedded. Missing fonts will cause printing problems; ads with missing fonts will be returned for re-submission. We recommend against stylizing text with 'false' bolds or italics, as this can cause unpredictable results on press. The best way to make sure there will be no font problems is to convert all type in the ad to outlines/curves/paths.

Minimum font size for black text should be 6 points; colored text should be at least 12 points; white text on a dark background should be at least 10 points.

Color

All ads must be in grayscale, bitmapped or black-only formats. Any color found in black and white ads will be converted which could cause unpredictable results.

Resolution

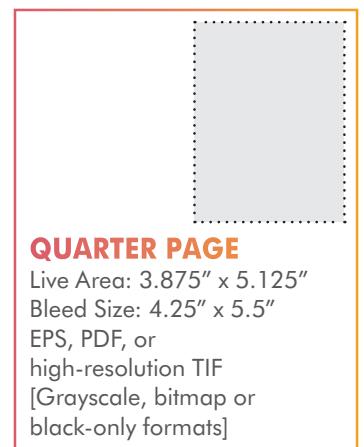
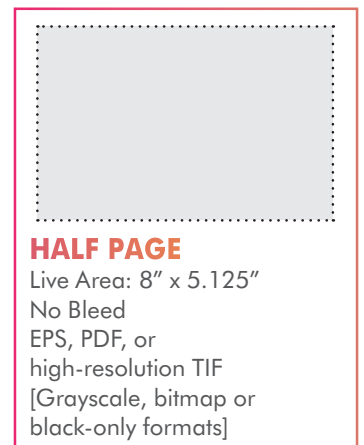
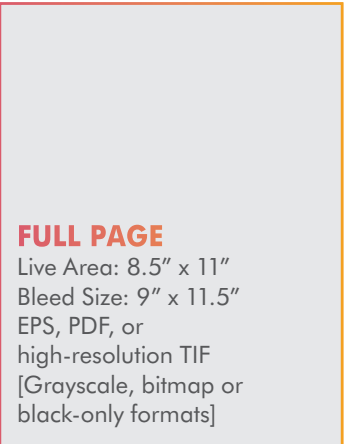
Resolution on images in ads should be 300 dpi at print size; lower resolutions will produce poor results. Graphics pulled from the internet are low-resolution files designed for screen viewing, and are not suitable for print advertising.

Submission

Email submission is preferred; 5Mb is the maximum size for email attachments. Larger files may be compressed (.zip), or may be submitted by uploading to a server and providing a download link. (File sharing servers are available online such as sharefile, yousendit or sendspace.)

Disclaimer

Files not created according to the above mechanical requirements will be modified or returned for resubmission, at the discretion of the production staff. We cannot be responsible for deadlines missed because of incorrectly submitted ad files.



Sponsor		
Size of Ad (full, half, quarter)		
Sponsor Contact/Contact information		
Logo provided		
Information to be included in ad <ul style="list-style-type: none"> - Sponsor address - Sponsor phone number - Sponsor email 		
Headline options (choose one or write variation below)	A: [Sponsor] supports HRC and shares its commitment to ensuring LGBTQ equality B: [Sponsor] is a proud partner of the Human Rights Campaign C: [Sponsor] is a proud supporter of HRC D: [Sponsor] congratulates this year's HRC Award recipients	
Critical Due Dates (to be completed by HRC Gala Team)	Review tactical brief	
	Initial creative review	
	Revised creative	
	Second creative review	
	Creative approval	
Headline variation		



PROGRAM BOOK ADVERTISING PURCHASING FORM

1640 Rhode Island Ave, phone: 202.216.1586
N.W. Washington, D.C. 20036 fax: 202.239.4216
web: www.hrc.org ATTN: Richard Gagliano

Please see below for submission deadlines. Refer to the "Program Advertising" document for specifics on advertisement submission specifications. If you have any questions please contact Maria Fasulo at 516.383.7151 or programbook@hrcgreaterny.org

CONTACT INFORMATION

Company Listed As: _____

Primary Contact: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Email: _____ Web site (URL): _____

ADVERTISING SIZES AND COSTS

Option One: Full Page with bleed - \$1,450

Option Three: Quarter Page - \$360

Option Two: Horizontal Half Page - \$750

Option Four: Friends of HRC Program Book Listing - \$125

Ads must be submitted no later than Wednesday January 4, 2017 in order to be published in the program book. Submission should be sent to Maria Fasulo at programbook@hrcgreaterny.org

PAYMENT INFORMATION AND TERMS

Payment in full (check or credit card) is requested with your signed Program Book Advertisement Agreement Form.

Payment Enclosed — Please mail check to address listed above ATTN: Richard Gagliano

Invoice Requested — Invoice will be sent to contact listed above. Please mail check to address listed above ATTN: Richard Gagliano

Reference PO Number: _____ (if applicable)

Credit Card — Total advertising amount should be charged to the following card: _____

Card No. _____ Expiration Date: _____

Printed Name on Card: _____ Signature: _____

All payments must be received by **JANUARY 27, 2017**