

# GREATER NEW YORK GALA

FEBRUARY 11, 2017  
WALDORF ASTORIA, NY

[HRCGREATERNY.ORG](http://HRCGREATERNY.ORG)

# equality forward

EQUALITY FOR ALL

SILENT AUCTION



HUMAN  
RIGHTS  
CAMPAIGN<sup>®</sup>

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](mailto: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](mailto: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](mailto: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](mailto:programbook@hrcgreaterny.org).

Please email the following information to [auction@hrcgreaterny.org](mailto:auction@hrcgreaterny.org)

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

### CONTACT INFORMATION

Company Listed As: \_\_\_\_\_

Primary Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Email: \_\_\_\_\_ Web site (URL): \_\_\_\_\_

### Detailed description of item(s) donated (as you would like it to read in marketing materials):

\_\_\_\_\_  
\_\_\_\_\_

Market value of donation (retail): \$ \_\_\_\_\_

### Delivery options for your donation (please choose one):

Email certificate to [auction@hrcgreaterny.org](mailto:auction@hrcgreaterny.org)

\_\_\_\_\_

Request pickup after \_\_\_\_\_ date

Please print a gift certificate for me

### Please answer "Yes" or "No"

I give HRC Greater NY permission to use my name/company name and auction donation in social media (e.g., Facebook, Twitter) promotion for the Gala.

Yes  No

If "yes," please send a JPEG file of your logo.

### DISCOUNTED PROGRAM BOOK ADVERTISING

Interested in advertising in the Gala Program Book? Check a box below and we'll contact you. Deadline for submission is January 12, 2017. If you have any questions about advertising call, Maria Fasulo at **516.383.7151** or [MFasulo41@gmail.com](mailto:MFasulo41@gmail.com).

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

Option One: Full Page with bleed - Donor Price \$1,015

Option Two: Horizontal Half Page with bleed - \$750

Option Two: Horizontal Half Page with bleed - Donor Price \$525

Option Three: Quarter Page - \$360

Option Three: Quarter Page - Donor Price \$288

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

Option Four: Friends of HRC Program Book Listing - Donor Price \$100