

RISE

GREATER NEW YORK GALA

FEBRUARY 3RD, 2018

MARRIOTT MARQUIS BALLROOM
NEW YORK, NEW YORK

CORPORATE SPONSORSHIP



HUMAN
RIGHTS
CAMPAIGN®



The Human Rights Campaign,

a nonpartisan organization working at the federal, state, and local levels, represents a grassroots army of 3 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 fair-minded officials, and increases public understanding through innovative education and communications 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, in a majority of states millions of LGBTQ Americans are still at risk of being fired from their jobs, evicted from their homes, or denied services simply because of who they are. To combat this threat, HRC is hard at work both nationally and locally to both defeat legislation targeting our community and pass comprehensive non-discrimination protections. HRC is leading the charge in Congress for the Equality Act, which would ensure LGBTQ people the same rights in basic areas of life such as employment, housing, education, federal funding, and more, no matter where they live. With your unwavering support and leadership, we will continue to fight until the dream of full federal equality is a reality for all Americans.

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



These businesses have discovered the value of

HRC CORPORATE PARTNERSHIP.

Will you?

HRC National Corporate Partners*

List current as of 7/10/17

Platinum

Accenture
American Airlines
Apple
The Coca-Cola Company
Diageo/Smirnoff
Microsoft
Intel
Mitchell Gold +
Bob Williams
Nationwide
Northrop Grumman
Target

Gold

Abercrombie & Fitch
Chevron
Citi
Deloitte
Prudential
Lexus
Pfizer

Silver

BP
Citi
Cox Enterprises
EY
Google
Hyatt Hotels
MGM Resorts International
Nike
PepsiCo
US Bank

Bronze

Amazon
Ameriprise Financial
Boston Scientific
Capital One
Cargill
Dell
Goldman Sachs
Hershey
IBM
Lincoln Financial Group
Macy's, Inc.
Morgan Stanley
Orbitz
Replacements, Ltd
Shell
Starbucks
Symantec
TD Bank
Tylenol
Williams Sanoma /
West Elm / Pottery Barn
Whirlpool

2017 HRC Greater NY Corporate Sponsors

Diamond

Morgan Stanley

Silent Auction

TimeWarner

Corporate Kickoff Reception

W Hotels Worldwide

After Party

TimeWarner

Emerald

Credit Suisse
Diageo
Goldman Sachs
NBC

Ruby

Colgate-Palmolive
IAC
Limited Brands Foundation
MLB
Macquaire
Merk
MetLife
MLB
Seyfarth Shaw LLP
The Walt Disney Company

Partner

BD
Danaher Corporation
DTCC
Fullscreen
Latham & Watkins, LLP
PepsiCo
Praxair
S&P Global
TD Bank
TIAA
Wells Fargo

Patron

Bespoke Surgical
GE
L'Oreal
Marks Paneth LLP
NBA/WNBA
Societe Generale



Learn more at www.hrcgreaterny.org

*For a list of HRC's National Corporate Partners, please visit www.hrc.org.

RISE

The LGBTQ market represents
\$917 BILLION
in consumer buying power.*

*2015 Witeck Communications analysis

HRC members in the tri-state area
with annual household incomes
over \$75,000



LGBT adults who are likely to
consider a brand that is known
to provide equal workplace
benefits for all employees



HRC members
who own their
own residence

71%

HRC members in the tri-state
area with annual household
incomes over \$100,000

29%

LGBT adults that are likely to remain
loyal to brands that they believe to be
friendly or supportive
of LGBT issues

71%




























The 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, the HRC Greater New York Gala highlights issues most important to the LGBTQ community and inspires our supporters to take action. We invite you to become a sponsor of the prestigious 17th Annual HRC Greater New York Gala on Saturday, February 3, 2018 at the Marriott Marquis in Times Square.

Our Corporate Partners include leading financial institutions, retailers, accounting firms, law firms, media and travel companies, and more. They understand that HRC's supporters have tremendous buying power and influence in the tri-state area and beyond. Partnerships with HRC enable companies to demonstrate leadership and support for the LGBTQ community at large, and provide an opportunity to reinforce a company's culture of inclusion with current and future employees.

EQUALITY FOR ALL

Learn more at www.hrcgreaterny.org

	PRESENTING \$75,000	DIAMOND \$50,000	SILENT AUCTION PREVIEW \$35,000	CORPORATE KICKOFF \$35,000	GALA AFTER-PARTY \$30,000	EMERALD \$25,000	RUBY \$15,000	PARTNER \$10,000	PATRON \$5,000
Gala Tickets	3 Tables (30 Seats)	2 Tables (20 Seats)	1 Table (12 Seats)	1 Table (12 Seats)	1 Table (10 Seats)	1 Table (10 Seats)	8 Seats	6 Seats	2 Seats
On-stage time at Gala									
Complimentary benefits to additional GNY events, including GNY Golf Outing									
Corp speaking- role at dinner- related events									
Exclusive Named Sponsorship									
Video Spot	30 Second Stand Alone	15 Second	5 Second	5 Second	5 Second	5 Second			
Additional Champagne Service at Table									
Preferred Table Placement									
Program Book*	Full Page Back Cover Color	Full Page Inside Front or Back Color	Full Page Black and White	Full Page Black and White	Full Page Black and White	Full Page Black and White	Full Page Black and White	Half Page Black and White	Quarter Page Black and White
VIP Reception & Silent Auction Preview	●	●	●	●	●	●	●	●	●
Logo Placement in All Gala Materials	●	●	●	●	●	●	●	●	●
Social Media Announcement	●	●	●	●	●	●	●	●	●
Corporate Spon- sor Recognition Video	●	●	●	●	●	●	●	●	●
Year-round Listing on HRC Greater NY Website	●	●	●	●	●	●	●	●	●

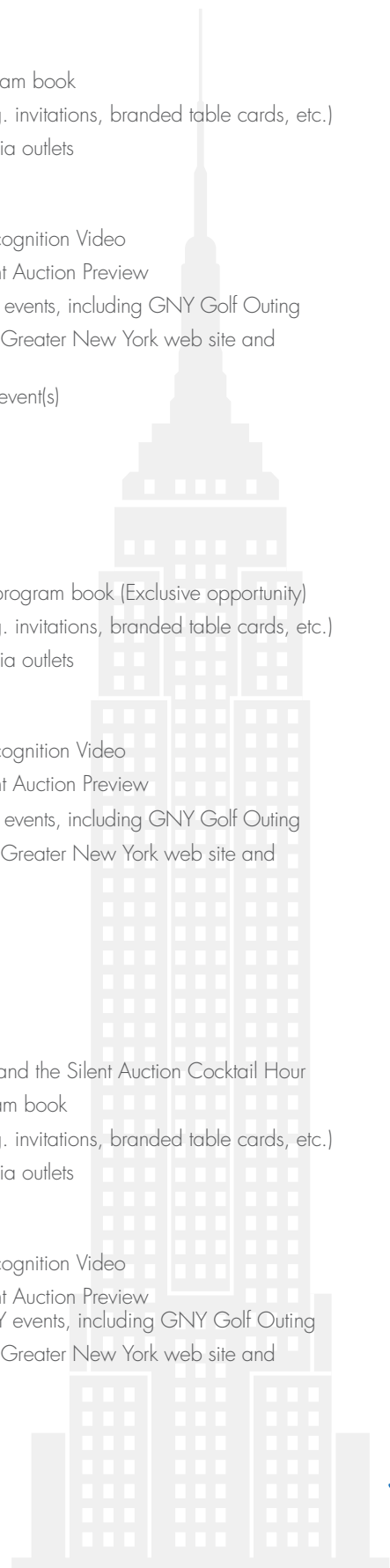
Partnership Detail: Timeline and Ad Guidelines

HRC Corporate Partnerships are accepted throughout the year, with deadlines associated with the 2018 Gala as described below:

- Partnership applications submitted to sponsorship@hrcgreaterny.org by October 6, 2017 will be listed in the Save-the-Date promotions and by December 1, 2017 for the Gala invitations/promotional efforts
- Partnership applications are due to sponsorship@hrcgreaterny.org by January 5, 2018 to be included in event signage and video screens at the gala
- Advertisement/artwork is due to sponsorship@hrcgreaterny.org by January 5, 2018

*Please see page 10 for detailed page and layout information.

<i>Level</i>	<i>Investment</i>	<i>Tickets</i>	<i>Benefits</i>
Presenting Sponsor	\$75,000 (Exclusive opportunity)	30	<ul style="list-style-type: none"> Exclusive gala naming rights Full-page back cover color ad in the program book Logo placement in all dinner materials (e.g. invitations, branded table cards, etc.) Sponsorship announcement on social media outlets (Twitter, Facebook, Instagram) 30-second stand-alone video spot Logo placement in Corporate Sponsor Recognition Video Entry to the VIP Corporate Reception/Silent Auction Preview Complimentary benefits to additional GNY events, including GNY Golf Outing Year-round sponsorship listing on the HRC Greater New York web site and related materials Corporate speaking role at dinner-related event(s) Preferred table placement Additional champagne service
Diamond	\$50,000	20	<ul style="list-style-type: none"> Inside front or back cover color ad in the program book (Exclusive opportunity) Logo placement in all dinner materials (e.g. invitations, branded table cards, etc.) Sponsorship announcement on social media outlets (Twitter, Facebook, Instagram) 1.5-second video spot Logo placement in Corporate Sponsor Recognition Video Entry to the VIP Corporate Reception/Silent Auction Preview Complimentary benefits to additional GNY events, including GNY Golf Outing Year-round sponsorship listing on the HRC Greater New York web site and related materials Preferred table placement Additional champagne service
Silent Auction Sponsor	\$35,000 (Exclusive opportunity)	12	<ul style="list-style-type: none"> Sponsorship of the Silent Auction Preview and the Silent Auction Cocktail Hour Full page black-and-white ad in the program book Logo placement in all dinner materials (e.g. invitations, branded table cards, etc.) Sponsorship announcement on social media outlets (Twitter, Facebook, Instagram) 5-second video spot Logo placement in Corporate Sponsor Recognition Video Entry to the VIP Corporate Reception/Silent Auction Preview Complimentary benefits to additional GNY events, including GNY Golf Outing Year-round sponsorship listing on the HRC Greater New York web site and related materials Preferred table placement Additional champagne service



<i>Level</i>	<i>Investment</i>	<i>Tickets</i>	<i>Benefits</i>
Corporate Kickoff Reception	\$35,000 (Exclusive opportunity)	12	<ul style="list-style-type: none"> Sponsorship of the Corporate Kickoff Reception Full page black-and-white ad in the program book Logo placement in all dinner materials (e.g. invitations, branded table cards, etc.) Sponsorship announcement on social media outlets (Twitter, Facebook, Instagram) Logo placement in Corporate Sponsor Recognition Video 5-second video spot Year-round sponsorship listing on the HRC Greater New York web site and related materials Logo placement in Corporate Sponsor Recognition Video Entry to the VIP Corporate Reception/Silent Auction Preview Complimentary benefits to additional GNY events, including GNY Golf Outing Preferred table placement Additional champagne service
Exclusive Gala After-Party Sponsor	\$30,000 (Exclusive opportunity)	10	<ul style="list-style-type: none"> Sponsorship of the After-Party immediately following the dinner Full page black-and-white ad in the program book Logo placement in all dinner materials (e.g. invitations, branded table cards, etc.) Sponsorship announcement on social media outlets (Twitter, Facebook, Instagram) Logo placement in Corporate Sponsor Recognition Video 5-second video spot Entry to the VIP Corporate Reception/Silent Auction Preview Complimentary benefits to additional GNY events, including GNY Golf Outing Year-round sponsorship listing on the HRC Greater New York web site and related materials Preferred table placement Additional champagne service
Emerald	\$25,000	10	<ul style="list-style-type: none"> Full page black-and-white ad in the program book Logo placement in all dinner materials (e.g. invitations, branded table cards, etc.) Sponsorship announcement on social media outlets (Twitter, Facebook, Instagram) 5-second video spot Entry to the VIP Corporate Reception/Silent Auction Preview Complimentary benefits to additional GNY events, including GNY Golf Outing Year-round sponsorship listing on the HRC Greater New York web site and related materials Preferred table placement Additional champagne service

<i>Level</i>	<i>Investment</i>	<i>Tickets</i>	<i>Benefits</i>
Ruby	\$15,000	8	<ul style="list-style-type: none"> Full page black-and-white ad in the program book Logo placement in all dinner materials (e.g. invitations, branded table cards, etc.) Sponsorship announcement on social media outlets (Twitter, Facebook, Instagram) Logo placement in Corporate Sponsor Recognition Video Entry to the VIP Corporate Reception/Silent Auction Preview Year-round sponsorship listing on the HRC Greater New York web site and related materials Complimentary benefits to additional GNY events, including GNY Golf Outing
Partner	\$10,000	6	<ul style="list-style-type: none"> Half-page black-and-white ad in the program book Logo placement in all dinner materials (e.g. invitations, branded table cards, etc.) Sponsorship announcement on social media outlets (Twitter, Facebook, Instagram) Logo placement in Corporate Sponsor Recognition Video Entry to the VIP Corporate Reception/Silent Auction Preview Year-round sponsorship listing on the HRC Greater New York web site and related materials Complimentary benefits to additional GNY events, including GNY Golf Outing
Patron	\$5,000	2	<ul style="list-style-type: none"> Quarter-page black-and-white ad in the program book Logo placement in all dinner materials (e.g. invitations, branded table cards, etc.) Sponsorship announcement on social media outlets (Twitter, Facebook, Instagram) Logo placement in Corporate Sponsor Recognition Video Entry to the VIP Corporate Reception/Silent Auction Preview Year-round sponsorship listing on the HRC Greater New York web site and related materials Complimentary benefits to additional GNY events, including GNY Golf Outing

HRC GREATER NEW YORK CORPORATE COMMITTEE

Corporate Partnership Co-Chairs

Maria Fasulo
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Kate Mills
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Gala Co-Chairs

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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): _____

As part of our partnership, the HRC Gala Team would like to contact the company's Public Relations team for cross-promotional opportunities, such as local media stories and social media announcements. Please list the appropriate name, phone number, and email for our contact.

Name: _____
Phone Number: _____
Email: _____

PARTNER INFORMATION

I agree to support the 2018 Greater New York Gala at the following level:

- | | |
|---|---|
| <input type="checkbox"/> Presenting Sponsor — \$75,000* | <input type="checkbox"/> Tickets to Complete Your Table |
| <input type="checkbox"/> Diamond — \$50,000 | Number of General Seats _____ x \$457.25** each = _____ |
| <input type="checkbox"/> Silent Auction Sponsor — \$35,000* | Number of VIP Seats _____ x \$657.25** each = _____ |
| <input type="checkbox"/> Corporate Kickoff Reception — \$35,000* | **Includes ticketing service fee |
| <input type="checkbox"/> Exclusive Gala After-Party Sponsor — \$30,000* | <input type="checkbox"/> VIP Table — \$6,572.50 |
| <input type="checkbox"/> Emerald — \$25,000 | (Price includes premium placement, access to VIP/Corporate Sponsor reception and all service fees) |
| <input type="checkbox"/> Ruby — \$15,000 | <input type="checkbox"/> General Table — \$6,572.50 |
| <input type="checkbox"/> Partner — \$10,000 | (Includes ticketing service fees) |
| <input type="checkbox"/> Patron — \$5,000 | <input type="checkbox"/> We would prefer balcony seating |
| *Based on availability | <input type="checkbox"/> Please share more information about opportunities to partner with HRC Greater NY on local events throughout the year, including event sponsorship and corporate volunteer team opportunities |

Signature: _____ Date: _____

Title: _____

PAYMENT INFORMATION AND TERMS

- Payment in full (check or credit card) is requested with your signed Partnership 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 partnership amount should be charged to the following card: _____

Card No. _____ Expiration Date: _____

Printed Name on Card: _____ Signature: _____

Please submit completed form to sponsorship@hrcgreaterny.org

You may also fax completed form to: 202.239.4216, ATTN: Richard Gagliano.

All payments must be received by **JANUARY 19, 2018**



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 .TIFF (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.

FULL PAGE

Live Area: 8.5" x 11"
Bleed Size: 9" x 11.5"
EPS, PDF, or
high-resolution TIFF
[Grayscale, bitmap or
black-only formats]

HALF PAGE

Live Area: 8" x 5.125"
No Bleed
EPS, PDF, or
high-resolution TIFF
[Grayscale, bitmap or
black-only formats]

QUARTER PAGE

Live Area: 3.875" x 5.125"
Bleed Size: 4.25" x 5.5"
EPS, PDF, or
high-resolution TIFF
[Grayscale, bitmap or
black-only formats]