

RISE

GREATER NEW YORK GALA

FEBRUARY 3RD, 2018

MARRIOTT MARQUIS BALLROOM
NEW YORK, NEW YORK

SILENT AUCTION



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.”



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 LGBTQ equality. With over 1,000 guests at the Gala, HRC highlights issues most important to the LGBTQ community and inspires supporters to action.

The 17th Annual HRC Greater New York Gala will be held on February 3rd, 2018 at The Marriott Marquis, 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.

Please email the following information to 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

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, 2018. If you have any questions about advertising email, programbook@hrcgreaterny.org.

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