HRC SAN FRANCISCO BAY AREA 35TH ANNUAL GALA & AUCTION

SUPPORT THE HUMAN RIGHTS CAMPAIGN

JOIN US!
October 19, 2019 at the Hyatt Regency San Francisco.
We invite you to become a sponsor of HRC SF Bay Area’s 35th annual gala & auction and join the ranks of top Bay Area-based companies standing for equality.

WHAT WE DO
The Human Rights Campaign is America’s largest LGBTQ civil rights organization representing a grassroots force of over 3 million members and supporters nationwide. Since 1980, we have been working to ensure full equality for all LGBTQ Americans.

HRC envisions an America where lesbian, gay, bisexual and transgender Americans can be open, honest and safe at home, at work and in the community. Today, LGBTQ people are facing the biggest challenges yet. After a series of historic victories, the country remains divided into two Americas: one America increasingly equal, the other still lacking the most basic measures of equality, including full state and federal protections.

ABOUT THE HRC GALA & AUCTION
The San Francisco Bay Area Gala & Auction is HRC’s largest annual event in Northern California attracting over 800 of HRC’s most active supporters, allies, business leaders, elected officials and luminaries.

HRC SF Bay Area’s Gala & Auction raises resources and awareness for issues faced by LGBTQ Americans and provides a focused opportunity for local involvement.

SUPPORTING EQUALITY HAS ITS PERKS
Supporting HRC positions your brand or company in front of a loyal and committed group of consumers, showing that you support the LGBTQ community and equality.

In addition, your support delivers a positive and powerful advertising and public relations message. Brand loyalty is a proven aspect of the LGBTQ community, especially for companies that show their support for equality.

SPONSOR OPPORTUNITIES
Each of the following levels of corporate sponsorship offers various incentives, such as tickets to the gala, advertising in the program book, and logo placement.

SPONSORSHIP LEVELS

<table>
<thead>
<tr>
<th>Level</th>
<th>Cost</th>
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<tbody>
<tr>
<td>Presenting</td>
<td>$30,000</td>
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<td>Platinum</td>
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<td>Gold</td>
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<td>Silver</td>
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<td>Bronze</td>
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<tr>
<td>VIP Silent Auction</td>
<td>$10,000</td>
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<tr>
<td>Major Donor Reception</td>
<td>$10,000</td>
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<tr>
<td>After Party</td>
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2018 SPONSORS

PRESENTING
Silicon Valley Community Foundation

PLATINUM
Wells Fargo | Williams-Sonoma

GOLD
Apple | Nordstrom | Oracle | PlayStation
Facebook | PayPal | Genentech

SILVER
Diageo/Smirnoff | Levi Strauss

AFTER PARTY
Alaska Air

BRONZE
CA Technologies | HSBC | National Union of Healthcare Workers | Young’s Market
Company | Bank of the West | Brown Forman | The Agency | Applied Materials

IN-KIND
McRoskey Mattress Company | Ménage à Trois

CONTACT
Corporate Sponsor Committee corporate@sfhrcgala.org

SFHRCGALA.ORG
PLATINUM

accenture  American Airlines  Apple  The Coca-Cola Company

DIAGEO  SMIRNOFF  intel  lyft  Microsoft  Mitchell Gold + Bob Williams

Nationwide  is on your side  NORTHROP GRUMMAN  Target  UPS

GOLD

CARNIVAL CORPORATION  CenturyLink  Chevron  Deloitte  LEXUS

NORDSTROM  Pfizer  West Elm

SILVER

Alaska Airlines  bp  Citi  COX Enterprises  Danaher  EY

Google  J.Crew  Mastercard  MGM Resorts International  US Bank

BRONZE

amazon  Ameriprise  Be Brilliant  Boston Scientific  Capital One  Cargill  Dell Technologies

ECOLAB  Goldman Sachs  Guardian  HERSHEY  HYATT  IBM

Lincoln Financial Group  Macy's Inc  Morgan Stanley  Pepsico  PNC

Shell  Symantec  UBS  Whirlpool

List current as of 4/1/19
## Sponsor Benefits

<table>
<thead>
<tr>
<th>Exclusive Presenting Sponsor</th>
<th>Platinum Sponsor</th>
<th>Gold Sponsor</th>
<th>Silver Sponsor</th>
<th>Bronze Sponsor</th>
<th>Major Donor Reception* or After Party Sponsor</th>
<th>VIP Silent Auction*** or After Party Sponsor</th>
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- Sponsor's logo in program, website, event signage and sponsor video
- Logo deadline: 10/10/19

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<thead>
<tr>
<th>Gala tickets</th>
<th>20</th>
<th>14</th>
<th>10</th>
<th>6</th>
<th>2</th>
<th>4</th>
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<tr>
<td>Program book ad</td>
<td>Full page color ad</td>
<td>Full page color ad</td>
<td>Full page color ad</td>
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<td>1/4 page color ad</td>
<td>1/2 page color ad</td>
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<tr>
<td>Ad Deadline: 9/20/19</td>
<td>Premium seating</td>
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- Logo listing on pre-event mailers, ads, social media announcements and invitations
- Deadline: 9/2/19

- Verbal recognition at pre-gala events and/or from stage at Gala

- Post-event advertising acknowledgment

- VIP Silent Auction tickets on Sat 10/19/19***
  - 20 | 14 | 10 | 4 |

- Major Donor Reception tickets on Fri 10/18/19*
  - 4

### Extras

- *Presented by* logo placement
- Champagne bottle service

### Contact

Corporate Sponsor Committee
contact@sfhrcgala.org

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* Major Donor Reception venue TBD. The sponsor of this reception has the option to host.

** Premium advertising includes centerfold, back inside page, or front inside page, and more prominent logo placement on all marketing materials. Since premium advertising space is limited, placement will be determined on a first-come, first-serve basis.

*** VIP Silent Auction reception includes exclusive wine tasting and appetizers as well as early entrance/check in.
**HRC SAN FRANCISCO BAY AREA 35TH ANNUAL GALA & AUCTION**

**CORPORATE SPONSORSHIP RESPONSE FORM**

<table>
<thead>
<tr>
<th>Business Name</th>
<th>Contact Person</th>
<th>Title</th>
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<table>
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<tr>
<th>City</th>
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<th>Telephone</th>
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<th>E-mail</th>
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**INVOICE REQUESTED**

Please provide company/organization purchase order number if required

Purchase Order No. ____________________

**AGREEMENT**

We agree to be a sponsor of the 35th Annual HRC San Francisco Bay Area Gala & Auction at the following level:

- Presenting Sponsor $30,000
- Platinum Sponsor $20,000
- Gold Sponsor $15,000
- Silver Sponsor $10,000
- Bronze Sponsor $5,000
- VIP Party Sponsor $10,000
- Major Donor Reception $10,000
- After Party Sponsor $10,000
- Silent Auction Sponsor $10,000
- _____ additional VIP Tickets @ $475 each. (not including a $7.25 per ticket service fee)
- _____ additional General Admission Tickets @ $375 each. (not including a $7.25 per ticket service fee)
- We would like an advertisement only. Please have an HRC advertising representative contact me.
- We are interested in donating an auction item. Item description: _________________________________________

**PAYMENT MUST BE RECEIVED WITH THIS FORM**

- [ ] Check attached (Payable to Human Rights Campaign)  
  Check No. ____________________
- Credit Card  
  [ ] American Express  
  [ ] Visa/MasterCard  
  [ ] Discover
  Card No. ____________________  Expiration Date ____________________

Signature  ____________________________________________

**SIGN and RETURN** this completed form with your payment by email to: corporate@sfhrcgala.org or by mail to: Human Rights Campaign, Attn: San Francisco Dinner 1640 Rhode Island Ave., N.W. | Washington D.C. 20036. Full sponsorship payment must be received prior to event. The Human Rights Campaign is a 501(c)4 organization therefore contributions/donations are typically not tax deductible as a charitable contribution. For more information or to make alternate payment arrangements contact: Corporate Sponsor Committee  corporate@sfhrcgala.org