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# ATLANTA

SPONSORSHIP OPPORTUNITIES

*2021 - 2022*

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# About The Human Rights Campaign

## Leading the Fight

The Human Rights Campaign (HRC) has spent 40 years creating the most powerful movement for equality our country has ever seen. But despite this progress, our most marginalized are still suffering from violence, discrimination and fear. Our goal is to ensure that all LGBTQ+ people, and particularly those of us who are trans, people of color and HIV+, are treated as full and equal citizens within our movement, across our country and around the world.

## A Valuable Partner

HRC has more than 15,000 members in Georgia alone. Our Corporate partners are afforded the unique opportunity to develop and strengthen a connection with a dynamic and brand-loyal audience.

A partnership with HRC means not only deepening roots with your customers, but also enhancing employee relationships. Leading organizations are acutely aware of how powerful a diverse, inclusive and - most importantly - equitable culture can be.

## Corporate Team

E-mail: [hrcatlantacorporaterelations@gmail.com](mailto:hrcatlantacorporaterelations@gmail.com)



**Jake Campbell**  
Corporate Committee Co-Chair  
678.779.9038



**Amber Powell**  
Corporate Committee Co-Chair



**Alex Galvan**  
Corporate Committee Member

## Connect With Us

[www.hrcatlanta.com](http://www.hrcatlanta.com)

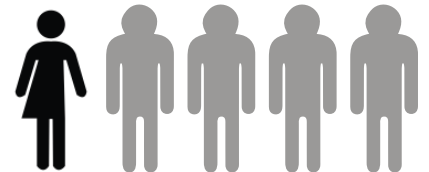
@HRCAtlanta

@HRCATL

## Did you know?

**1 in 5**

Atlanta residents identify as LGBTQ <sup>1</sup>

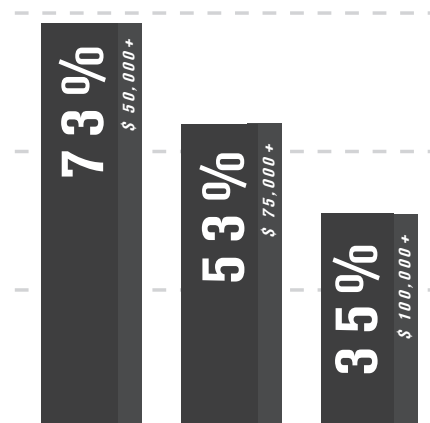


**\$884**  
*BILLION*

Estimated LGBTQ market buying power <sup>2</sup>

**85%**  
*OF HRC MEMBERS*

are more likely to buy services or products from companies that support HRC <sup>3</sup>



Average Income of HRC Members <sup>3</sup>





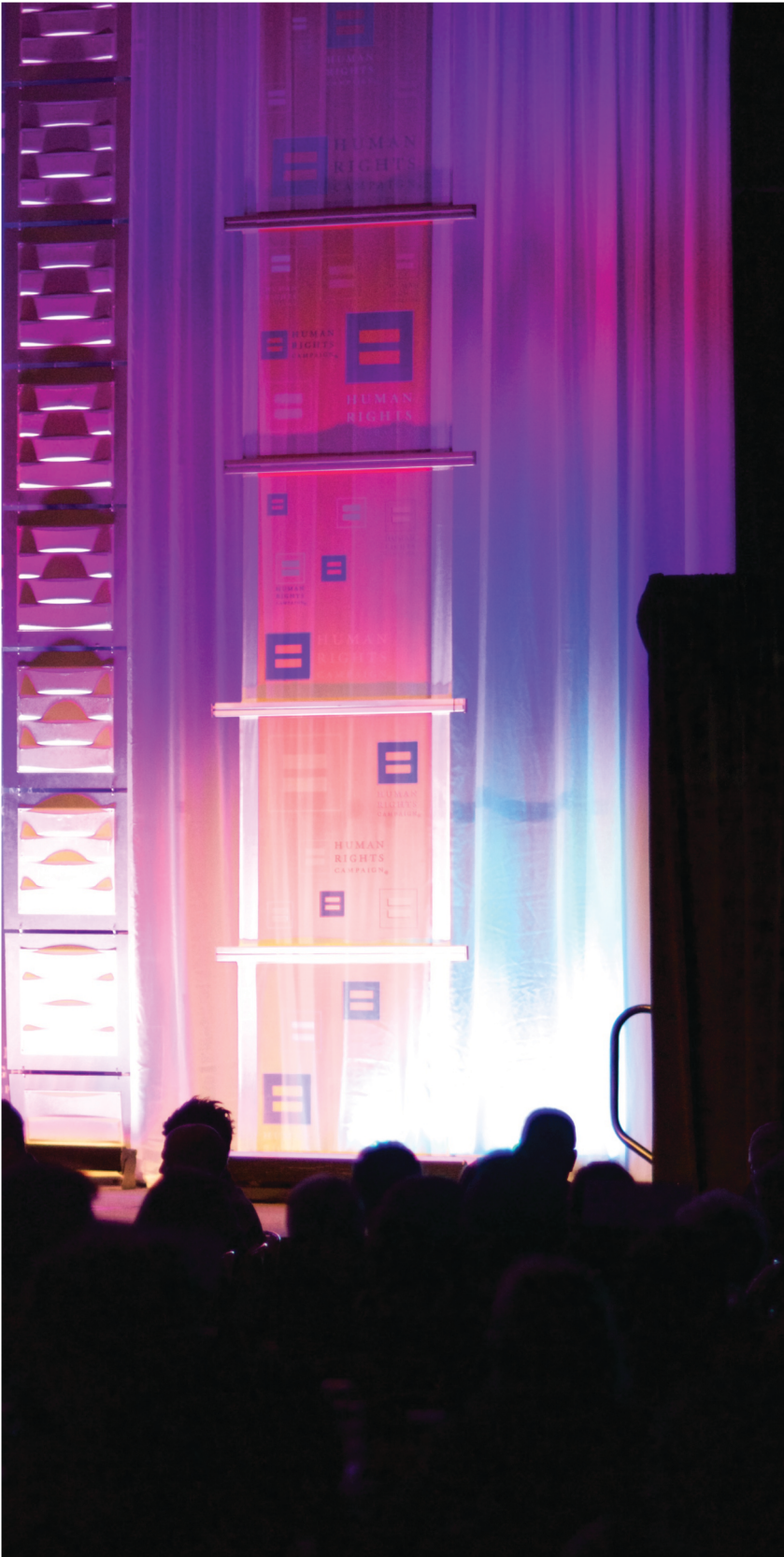
# HRC Atlanta - Around Town

## HRC Atlanta Dinner & Auction

Established in 1987, the Atlanta Dinner & Auction has since become one of the Human Rights Campaign's largest fundraiser in the country. Attendees come together to celebrate excellence in the LGBTQ+ movement and, most importantly, refocus on the continued fight

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### Attendees include:

- » HRC Donors + Members
- » Celebrities + Community and Business Leaders
- » Federal, State and Local Elected Officials
- » Sponsor Representatives

### Sponsors receive tremendous visibility:

- » Prime placements targeted to 15k supporters
- » Over 830,000 impressions in print, news media
- » 3,000 print invitations to Donors
- » HRC Atlanta website feature (5,000 visits/yr.)
- » Prominent placement on HRC Atlanta's social media channels

### Notable Speakers + Attendees



**Maya Angelou**  
*Poet, Writer & Memoirist*



**Stacey Abrams**  
*Voting Rights Activist*



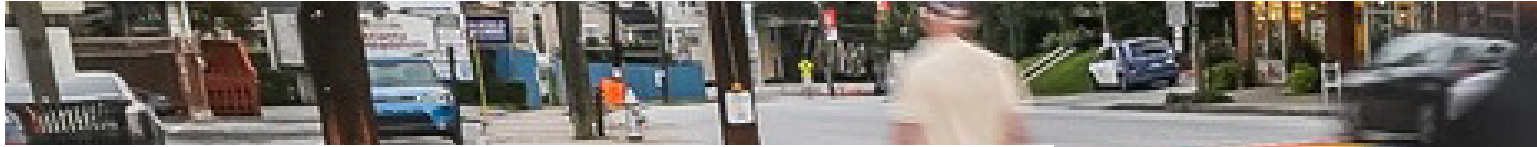
**Rep. John Lewis**  
*Congressman + Activist*



**Jim Obergefell**  
*Supreme Court Marriage Equality Plaintiff*



# HRC Atlanta - Around Town



## Community Events

Atlanta is the epicenter of the LGBTQ+ South. Our local Steering Committee brings together our vibrant community year-round through a mix of engaging events.





### **Pride Brunch**

The HRC Atlanta Pride Brunch is a staple of Atlanta Pride weekend and is the Official Brunch of Atlanta Pride. Nearly 700 guests come together to celebrate while they enjoy a prime location overlooking the Atlanta Pride Parade route. This hugely successful event is guaranteed to sell out, which makes it a wonderful opportunity for companies to reach potential customers through a wide variety of sponsorship opportunities.

Tickets start at \$100/person



### **Bowling for Equality**

The HRC Atlanta Pride Brunch is a staple of Atlanta Pride weekend and is the Official Brunch of Atlanta Pride. Nearly 700 guests come together to celebrate while they enjoy a prime location overlooking the Atlanta Pride Parade route. This hugely successful event is guaranteed to sell out, which makes it a wonderful opportunity for companies to reach potential customers through a wide variety of sponsorship opportunities.

Tickets start at \$100/person



### **Serving for Equality**

HRC Atlanta's tennis social, Serving for Equality, takes place at Sharon Lester Tennis Center in Piedmont Park. In addition to tennis, guests can enjoy music, food & drinks, a silent auction and more. This event provides a key opportunity for brands to reach an active, sports-minded LGBTQ+ audience.

Tickets start at \$25/spectator and \$60/player



# Corporate Sponsorships



Much of HRC's work would not be done without the generous support and partnership with our sponsors. Whether you are looking to partner with HRC Atlanta year-round or for visibility at a few key events, we offer many opportunities to customize your sponsorship based on your desired commitment level. See pages 8-10 for full details of each sponsorship level benefits.

- Presenting Sponsor - \$29,000+**  
Sponsorship at this level guarantees industry category exclusivity, visibility at all events, premium event tickets to key HRC events during the time of sponsorship, and more.
- Platinum Sponsor - \$18,500+**  
Sponsorship level includes year-round event coverage, placements in communications, and premium tickets to key HRC events during the time of sponsorship.
- Gold Sponsor - \$12,500+**  
Sponsorship level provides year-round event coverage at the lowest commitment level.
- Silver Sponsor - \$9,250+**  
Sponsorship level includes tickets to marquee events and features in all marketing pieces.
- Bronze Sponsor - \$6,000+**  
Sponsorship level includes four tickets to key HRC events during the time of sponsorship, and more and placement in key marketing collateral.
- Crystal Sponsor - \$3,000+**  
Sponsorship level includes two tickets to the HRC dinner & Auction and a half-page ad in the program book.
- Event-Focused Sponsorships**  
Contact a member of the HRC Corporate team to learn more about other sponsorship opportunities throughout the year.





## Dinner & Auction Opportunities

**□ BidPal® Auction Sponsorship - \$8,500**  
Approx. 5:00 - 9:15 p.m.

HRC Atlanta's Auction is truly the highlight of the Dinner each year. Receive prominent placement as attendees purchase tickets online, arrive to the Dinner, and mingle during the Auction. Package includes:

- » Marquee placement in Auction from 5 - 9:15 p.m.
- » Logo featured in BidPal, the Auction's online bidding app
- » Company display in entryway of Auction room
- » 8 tickets (one table) to the Atlanta Dinner
- » All Bronze-level sponsorship benefits

**□ HRC Atlanta Dinner Lounge and After-Party space- \$4,000**  
Approx. 7:00 p.m. - 12:00 a.m.

Be front and center while 450+ guests celebrate after the dinner event is over. Music, dancing and photo opps are only a piece of the fun! Package includes:

- » Logo placement on all signage and invitations promoting the after-party
- » Special promotion and/or giveaway opportunities during the event
- » All Crystal-level sponsorship benefits



*Specific times subject to change*



# Corporate Sponsorships



## Full Sponsorship Details

		Presenting	Platinum	Gold	Silver	Bronze	Crystal
All	Industry Category Exclusivity	x	-	-	-	-	-
	Print Collateral Recognition	Logo	Logo	Logo	Logo	Name	Name
HRC Atlanta Dinner & Auction	Dinner & Auction Tickets	16	8	6	4	4	2
	Reduced Price Tickets (\$150)	16	8	8	4	-	-
	Program Book Ad	Premium	Full-Page	Full-Page	Full-Page	Half-Page	Half-Page
	Sponsor Video Feature	x	x	x	x	x	-
	Federal Club Brunch Tickets	4	2	-	-	-	-
Community	Fall Corporate Social invitations	x	x	x	x	x	x
	Official Atlanta Pride Brunch Tickets	12	6	4	2	-	-
	Bowling for Equality Lane (6 tickets per lane)	x	x	x	-	-	-
	Serving for Equality Tickets	8 (Spectator) 6 (Player)	6 (Spectator) 4 (Player)	4 (Spectator) 2 (Player)	2 (Spectator) 2 (Player)	2 (Spectator) 2 (Player)	2 (Spectator) 2 (Player)



### **Presenting Sponsor - \$29,000+**

- » Category exclusivity by industry
- » Sixteen HRC Atlanta Dinner & Auction tickets
- » Opportunity to purchase up to eight additional tickets at a \$150/ticket rate (must be on one invoice)
- » Six-second feature during National Sponsor Video at HRC Atlanta Dinner & Auction
- » Exclusive recognition throughout the Presenting Sponsor Reception & Auction
- » Four tickets to the Federal Club Brunch
- » Premium full-page advertisement in the HRC Atlanta Dinner & Auction program book; based on order of sponsorship commitment
- » Twelve tickets to the HRC Atlanta's Pride Brunch, eight spectator tickets and six player tickets to HRC Atlanta's Serving for Equality, and one Bowling for Equality lane.
- » Logo included on all major and community event media advertisements, marketing collateral, press releases, social media and website properties
- » Year-round presence at all HRC events and social media

### **Platinum Sponsor - \$18,500+**

- » Eight HRC Atlanta Dinner & Auction tickets
- » Opportunity to purchase up to eight additional tickets at a \$150/ticket rate (must be on one invoice)
- » Recognition throughout the HRC Atlanta Dinner & Auction program
- » Two tickets to the Federal Club Brunch
- » Full-page advertisement in the HRC Atlanta Dinner & Auction program book with priority placement
- » Six tickets to the HRC Atlanta's Pride Brunch, six spectator tickets and four player tickets to HRC Atlanta's Serving for Equality, and one Bowling for Equality lane.
- » Logo includes on all event media advertisements and marketing collateral
- » Recognition in local press releases, social media and company logo (+ hyperlink) placement on HRC Atlanta website
- » Year-round presence at all HRC events and social media

### **Gold Sponsor - \$12,500+**

- » Eight HRC Atlanta Dinner & Auction tickets
- » Opportunity to purchase up to eight additional tickets at a \$150/ticket rate (must be on one invoice)
- » Recognition throughout the HRC Atlanta Dinner & Auction program
- » Full-page advertisement in the HRC Atlanta Dinner & Auction program book with priority placement
- » Logo includes on all event media advertisements and marketing collateral
- » Four tickets to the HRC Atlanta's Pride Brunch, four spectator tickets and two player tickets to HRC Atlanta's Serving for Equality, and one Bowling for Equality lane.
- » Year-round presence at all HRC events and social media





# Corporate Sponsorships

## Silver Sponsor - \$9,250+

- » Four HRC Atlanta Dinner & Auction tickets
- » Opportunity to purchase up to four additional tickets at a \$150/ticket rate (must be on one invoice)
- » Recognition throughout the HRC Atlanta Dinner & Auction program
- » Full-page advertisement in the HRC Atlanta Dinner & Auction program book
- » Logo includes on all event media advertisements and marketing collateral
- » Two tickets to the HRC Atlanta's Pride Brunch, and two spectator tickets and two player tickets to HRC Atlanta's Serving for Equality.
- » Recognition in local press releases, social media and company logo (+ hyperlink) placement on HRC Atlanta website

## Bronze Sponsor - \$6,000+

- » Four HRC Atlanta Dinner & Auction tickets
- » Recognition throughout the HRC Atlanta Dinner & Auction program
- » Half-page advertisement in the HRC Atlanta Dinner & Auction program book
- » Two spectator tickets and two player tickets to HRC Atlanta's Serving for Equality.
- » Recognition in local press releases, social media and company logo (+ hyperlink) placement on HRC Atlanta website



## Crystal Sponsor - \$3,000+

- » Two HRC Atlanta Dinner & Auction tickets
- » Recognition throughout the HRC Atlanta Dinner & Auction program
- » Half-page advertisement in the HRC Atlanta Dinner & Auction program book
- » Two spectator tickets and two player tickets to HRC Atlanta's Serving for Equality.
- » Recognition in local press releases, social media and company logo (+ hyperlink) placement on HRC Atlanta website



**HUMAN  
RIGHTS  
CAMPAIGN  
ATLANTA** 