



ATLANTA

SPONSORSHIP OPPORTUNITIES

2017 - 2018



About Human Rights Campaign



Our Fight

Equality is a fundamental human right. A right that shouldn't even be a matter of debate - is our organization's sole mission. Human Rights Campaign is the largest civil rights organization that promotes equality for all lesbian, gay, bisexual, transgender and queer people.

A Valuable Partner

Human Rights Campaign 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 doesn't just mean deep roots with your customers, it benefits employee relationships, too. Leading organizations are acutely aware of how powerful a diverse, inclusive and - most importantly - fair culture can be.

Corporate Team

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Connect With Us

 www.hrcatlanta.com

 facebook.com/HRCAtlanta

  @HRCATL

Did you know?

1 in 5

Atlanta residents identify as LGBTQ ¹

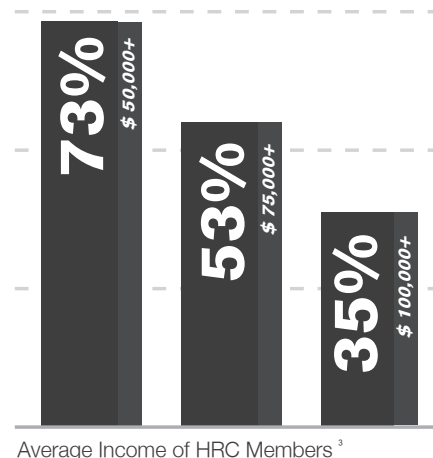


\$884
BILLION

Estimated LGBTQ market buying power ²

85%
OF HRC MEMBERS

are more likely to buy services or products from companies that support HRC ³



Average Income of HRC Members ³





Annual HRC Atlanta Gala Dinner & Auction

Since 1987, the Atlanta Gala Dinner & Auction has become one of the largest fund-raisers in the country for the Human Rights Campaign. Over 1,300 attendees come together to celebrate excellence in the LGBTQ movement and, most importantly, the refocus on the fight ahead.



Attendees include:

- » HRC High-Level 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
- » 900,000+ impressions in print, news media
- » 3,000 print invitations to High-Level Donors
- » HRC Atlanta website feature (5,000 visits/yr.)
- » Highlights through HRC Atlanta social media

Notable Speakers + Attendees



Maya Angelou
Poet, Writer & Memoirist



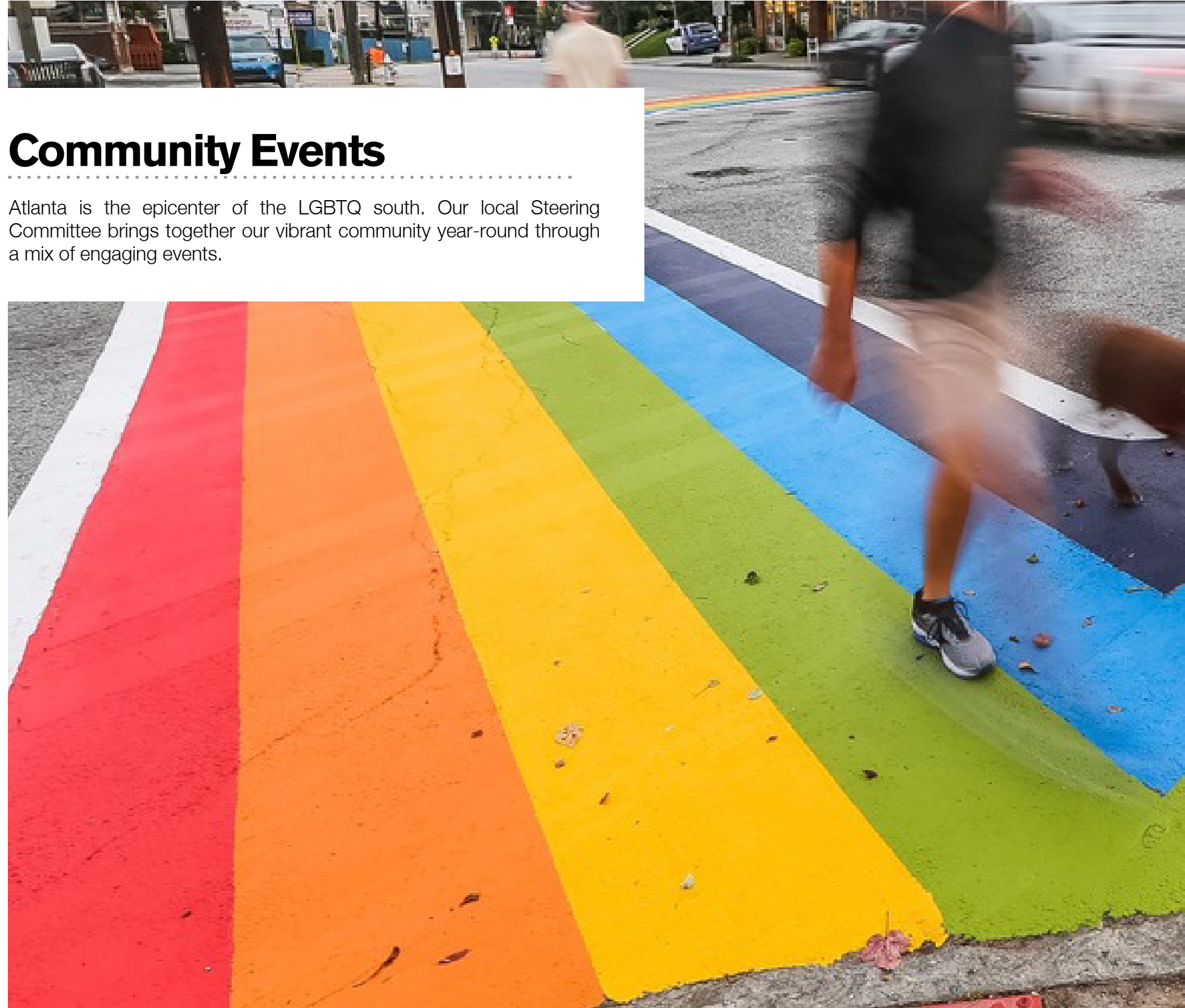
Coretta Scott-King
Civil Rights Activist



Rep. John Lewis
Congressman + Activist



Jim Obergefell
Supreme Court Marriage Equality Plaintiff



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

A celebration during the annual Atlanta Pride Festival garnering 600+ attendees.



Bowling for Equality

Enjoy an afternoon on the lanes with 250 of your closest friends.



HER HRC

A celebration of the women in the Atlanta LGBTQ community.



Serving for Equality

An exhilarating day on the courts with this fun doubles event.

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 year-round or for visibility at a few events, we offer many opportunities to customize your sponsorship - from smaller to large events - based on your desired commitment level.

- Presenting Sponsor - \$27,500+**
Sponsorship provides industry category exclusivity, visibility at all events year-round, premium event tickets, and more.
- Platinum Sponsor - \$17,000+**
Sponsorship level includes year-round event coverage, placements in communications, and premium tickets.
- Gold Sponsor - \$11,500+**
Sponsorship level provides year-round event coverage at the lowest commitment level.

- Silver Sponsor - \$8,500+**
Sponsorship level includes tickets to marquee events and features in all print collateral.
- Bronze Sponsor - \$5,500+**
Sponsorship level includes four tickets to Annual Gala and collateral placement.
- Crystal Sponsor - \$2,750+**
Sponsorship level includes two tickets and a program book ad for our Annual Gala.
- 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 gala each year. Receive prominent placement to the event's attendees as they register. Package includes:

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

- HRC Celebration + After-party - \$3,000**
Approx. 10:00 p.m. - 12:00 a.m.

Be front and center while 450+ guests celebrate after the gala 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



Corporate Sponsorships



Full Sponsorship Details

	Presenting	Platinum	Gold	Silver	Bronze	Crystal
All	Industry Category Exclusivity	x	-	-	-	-
	Print Collateral Recognition	Logo	Logo	Logo	Logo	Name
Annual Dinner	Dinner + Reception Tickets	20 Premium	10 Premium	8 Preferred	6	4
	Reduced Price Tickets (\$150)	10	10	6	4	-
	Program Book Ad	Premium	Full-Page	Full-Page	Full-Page	Half-Page
	Sponsor Video Feature	x	x	x	x	x
	Federal Club Brunch Tickets	4	2	-	-	-
	Pride Brunch Tickets	6	4	2	-	-
Community	Bowling for Equality Lane	x	x	x	x	x
	Serving for Equality Tickets	8 (Spectator)	6 (Spectator)	4 (Spectator)	2 (Spectator)	2 (Spectator)
	Her HRC Tickets	2	2	2	-	-

Presenting Sponsor - \$27,500+

- » Category exclusivity by industry
- » 20 Atlanta Gala tickets (or two premium tables)
- » Chance to purchase up to ten additional tickets at a \$150/ticket rate (must be on one invoice)
- » 20 Atlanta Gala Presenting Sponsor Reception tickets
- » Six-second feature during National Sponsor Video at Gala
- » Exclusive recognition throughout the Presenting Sponsor Reception
- » Four tickets to the Federal Club Brunch (day after gala)
- » Full-page advertisement in Gala program book; choice of front inside or back cover
- » Opportunity to host one Pre-Dinner Reception (or "PDR"; 100+ guests) leading up to Atlanta Gala event
- » Six tickets to Pride Brunch, one lane (in wave one) at Bowling for Equality, eight spectator tickets to Serving for Equality, two tickets to Her HRC and ten Lip Sync Battle tickets.
- » Logo included on all major and community event media advertisements, print collateral, press releases social media and website properties
- » Year-round presence at all Atlanta HRC events including: Pride Brunch, Bowling for Equality, Serving for Equality, Her HRC and Lip Sync Battle
- » Additional benefits may be available based on your needs!

Platinum Sponsor - \$17,000+

- » 10 Atlanta Gala tickets (one premium table)
- » Chance to purchase up to ten additional tickets at a \$150/ticket rate (must be on one invoice)
- » Opportunity to host one Pre-Dinner Reception (100+ guests) leading up to Atlanta Gala
- » 10 Atlanta Gala Presenting Sponsor Reception tickets
- » Recognition throughout the dinner program
- » Two tickets to the Federal Club Brunch (day following gala)
- » Full-page advertisement in Gala program book with priority placement
- » Full-page ad in program book
- » Four tickets to Annual Pride Brunch, one lane (in wave one) at Bowling for Equality, six spectator tickets to Serving for Equality, two tickets to Her HRC and eight tickets to Lip Sync Battle.
- » Logo includes on all event media advertisements and print collateral
- » Recognition in local press releases, social media and company logo (+ hyper link) placement on HRC Atlanta website
- » Year-round sponsorship presence at all Atlanta HRC events including: Pride Brunch, Bowling for Equality, Serving for Equality, Her HRC and Lip Sync Battle.

Gold Sponsor - \$11,500+

- » Eight Atlanta Gala tickets in preferred location
- » Chance to purchase up to six additional tickets at a \$150/ticket rate (must be on one invoice)
- » Eight Atlanta Gala VIP Presenting Sponsor Reception tickets
- » Recognition throughout the dinner program
- » Two tickets to the Federal Club Brunch (day following gala)
- » Full-page advertisement in Gala program book with priority placement
- » Logo includes on all event media advertisements and print collateral
- » Two tickets to Annual Pride Brunch, one lane (in wave one) at Bowling for Equality, four spectator tickets to Serving for Equality, two tickets to Her HRC and six tickets to Lip Sync Battle.
- » Year-round sponsorship presence at all Atlanta HRC events including: Pride Brunch, Bowling for Equality, Serving for Equality, Her HRC and Lip Sync Battle.
- » Recognition in local press releases, social media and company logo (+ hyper link) placement on HRC Atlanta website





Silver Sponsor - \$8,500+

- Six Atlanta Gala tickets
- Chance to purchase up to four additional tickets at a \$150/ticket rate (must be on one invoice)
- Six Atlanta Gala VIP Presenting Sponsor Reception tickets
- Recognition throughout the dinner program
- Full-page advertisement in Gala program book
- Logo includes on all event media advertisements and print collateral
- Recognition in local press releases, social media and company logo (+ hyper link) placement on HRC Atlanta website

Bronze Sponsor - \$5,500+

- Four Atlanta Gala tickets
- Four Atlanta Gala VIP Presenting Sponsor Reception tickets
- Recognition throughout the dinner program
- Half-page advertisement in Gala program book
- Recognition in local press releases, social media and company logo (+ hyper link) placement on HRC Atlanta website

Crystal Sponsor - \$2,750+

- Two Atlanta Gala tickets
- Recognition throughout the dinner program
- Half-page advertisement in Gala program book
- Recognition in local press releases, social media and company logo (+ hyper link) placement on HRC Atlanta website

