



THE 6<sup>TH</sup> ANNUAL  
HRC SAN DIEGO  
GALA DINNER & AUCTION

# ADVERTISING & AUCTION KIT

SATURDAY AUGUST 12, 2017

HOTEL DEL CORONADO

## WHAT IS HRC?

The Human Rights Campaign represents a grassroots force of over 1.5 million members and supporters nationwide and is the largest LGBTQ civil rights organization in the United States. HRC effectively lobbies Congress, mobilizes grassroots action in diverse communities, invests strategically to elect a fair-minded Congress and increases public understanding through innovative education and communication strategies.

HRC is a bipartisan organization that works to advance equality based on sexual orientation and gender identity and expression. HRC envisions an America where lesbian, gay, bisexual, transgender, and queer Americans can be open, honest and safe at home, at work and in the community.

Support of HRC means support of your employees, your community and your organization.

Follow the lead of companies like Lexus, Nike, IBM, and American Airlines and support HRC.

## THE VALUE OF THE LGBTQ MARKET

In the past, most companies were fearful to openly address the specific needs of the lesbian, gay, bisexual, transgender, and queer communities, including their own employees and customers. What would their straight customers think? How would their investors view it? Times have definitely changed. Today, companies of all sizes demonstrate their understanding of the LGBTQ market and communicate that they can be good employers, community partners and financial underwriters. Now is the time to demonstrate that your organization can be a good partner and position your brand in front of this sophisticated and committed group of people. Additionally, your support gives you a positive and powerful advertising and public-relations tool that can help increase loyalty and sales to your company from this community.

It's good business, and it's good for business.

## CORPORATE SPONSORSHIP

By becoming a sponsor of the San Diego Gala Dinner & Auction, you can support the Human Rights Campaign in 2017 and join the ranks of top San Diego-based companies. Each of the following levels of corporate sponsorship offers various incentives, such as tickets to the gala dinner, advertising in the program book, and logo placement.

### SPONSORSHIP LEVELS

Diamond	\$15,000
Platinum	\$10,000
Gold	\$7,500
Silver	\$5,000
Bronze	\$2,500

### PREVIOUS LOCAL SPONSORS

#### DIAMOND

Qualcomm

#### PLATINUM

Chase  
Sempra Energy

#### GOLD

BD

#### SILVER

Century 21 Award  
Mintz Levin

#### BRONZE

DoubleTree by Hilton - Hotel Circle  
Harrah's Southern California Resort  
Hewlett Packard  
San Diego Human Dignity Foundation  
Spacelink  
Sunset Cliffs  
Animal Hospital  
Sycuan Casino  
UCSD Health System  
Wilson Towers Watson  
Xerox

### NATIONAL CORPORATE SPONSORS\*

#### PLATINUM



#### GOLD



#### SILVER



#### BRONZE



\*LIST CURRENT AS OF 4/27/17

To become a Corporate Sponsor, please email:

[CORPORATEOUTREACH@HRCSDIEGO.ORG](mailto:CORPORATEOUTREACH@HRCSDIEGO.ORG)

For more information on the Gala, please visit

[HRCSDIEGOGALA.COM](http://HRCSDIEGOGALA.COM)

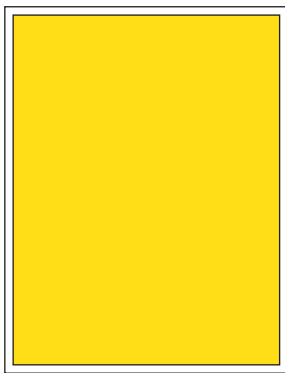


HUMAN RIGHTS CAMPAIGN

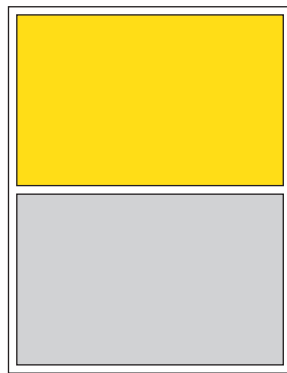
## ADVERTISE IN OUR PROGRAM BOOK

A great opportunity to present your advertising message and show your support to the hundreds of people in attendance is through a FULL-COLOR Ad or Recognition Page in our program book. A lot of businesses like to advertise a new promotional offer, a coupon/discount code, or the opening of a new location. Some other ideas for your ad could be: a congratulatory message, recognition of an honoree or special guest, or a simple statement of appreciation. We offer several options:

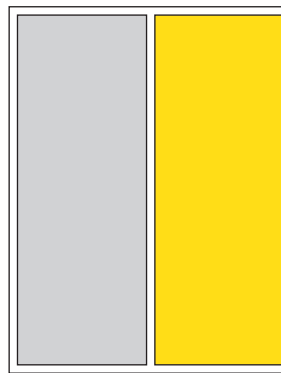
## RATES AND SIZES



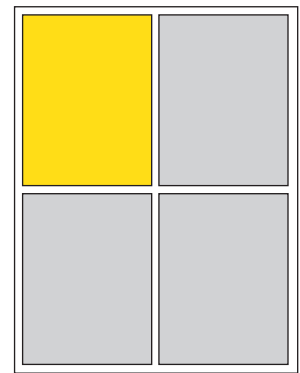
**FULL PAGE**  
**\$550**  
8"w x 10.5"h



**HALF PAGE** *HORIZONTAL*  
**\$325**  
8"w x 5.125"h



**HALF PAGE** *VERTICAL*  
**\$325**  
3.875"w x 10.5"h



**QUARTER PAGE**  
**\$200**  
3.875"w x 5.125"h

**DEADLINE FOR FINAL AD SUBMISSIONS**  
**JULY 7, 2017**

## AD SUBMISSION TECHNICAL SPECIFICATIONS

To ensure the best reproduction quality, electronic ad submissions are requested.

Ads submitted electronically must be PRESS-READY - provided in high-resolution (300dpi), CMYK, and formatted in PDF, EPS, or JPEG file formats.

Files can be e-mailed directly to [ProgramBook@hrcsandiego.org](mailto:ProgramBook@hrcsandiego.org)

If you have questions regarding the preparation of art, please e-mail [ProgramBook@hrcsandiego.org](mailto:ProgramBook@hrcsandiego.org)

To purchase an ad in our Program Book, please email:  
**PROGRAMBOOK@HRCSDIEGO.ORG**

For more information on the Gala, please visit  
**HRCSDIEGOGALA.COM**



HUMAN  
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THE 6<sup>TH</sup> ANNUAL  
HRC SAN DIEGO  
GALA DINNER & AUCTION

# ADVERTISING FORM

SATURDAY AUGUST 12, 2017

HOTEL DEL CORONADO

Business Name

Contact Person

Telephone/Email

Address

City, State, ZIP

**AD SIZE**

- Full Page  Half Vertical  Half Horizontal  Quarter Page

**PAYMENT** PAYMENT MUST BE RECEIVED WITH THIS FORM

Check attached (Please make payable to Human Rights Campaign) Check No. \_\_\_\_\_

**CREDIT CARD**

- American Express  Visa  MasterCard  Discover

Card No.

Expiration Date

Signature

Total Amount To Be Charged: \$ \_\_\_\_\_

**AUTHORIZATION**

I agree to advertise in the 2017 HRC San Diego Program Book.

Authorized Signature (Advertiser)

Print Name/Title

Date

HRC Advertising Representative

**IMPORTANT NOTE TO ADVERTISER/AGENT:**

*This is a legally binding document.  
Please read carefully before signing.*

- Please contact me about becoming a sponsor.  
 Please contact me about donating to Silent Auction.

**AD PLACEMENT DEADLINE:  
JULY 7, 2017**

**INSTRUCTIONS:**

Please **PRINT, SIGN** and **RETURN** this completed form with your payment to:

Human Rights Campaign | Attn: San Diego Gala  
P.O. Box 33106, San Diego, CA 92163

Phone: 619-890-7368

E-mail: [programbook@hrcsandiego.org](mailto:programbook@hrcsandiego.org)

*Make all checks payable to Human Rights Campaign.  
Other arrangements can be made for payment by credit card. Full payment must be received prior to event publication deadlines.*

For more information on the Gala, please visit:

**HRCSDIEGOGALA.COM**



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## DONATE AN ITEM TO THE SILENT AUCTION

Another exciting way to get involved in the HRC Gala Dinner is to provide an item for auction. Your name or company name will be recognized when it is prominently displayed along with the auction item. Many generous businesses and individuals around the San Diego area donate goods and services that are auctioned off to raise money for HRC. This type of donation is a great way to show your support and generate interest in your product or service.

The evening of the dinner begins with guests browsing table after table of enticing lots, writing down bids and even getting into “wars” to win a coveted prize at the silent auction. Popular items for the silent auction include furniture, home furnishings and artwork, jewelry, personal care items and apparel. Local restaurants add to the excitement by offering to prepare special dinner parties in the homes of the highest bidders. Gift baskets with a theme work very well to group items, adding interest.

## PACKAGE THEMES AND IDEAS

<p><b>Picnic in the Park</b></p> <p>Use a picnic basket and add plates, napkins, flatware and glasses, a bottle of wine and a corkscrew, plus a gift card to a local grocer for food, and two lawn chairs.</p>	<p><b>The Cook</b></p> <p>Use a mixing bowl and fill it with cooking gadgets and exotic spices, as well as a special cookbook, apron, and a gift card to a local grocery store.</p>	<p><b>A Night Out</b></p> <p>Include a gift card for dinner, tickets to a movie or show, a bottle of sparkling wine, two champagne flutes, and an overnight stay at a Downtown hotel.</p>	<p><b>Staycation</b></p> <p>Include accommodations to a local hotel or resort, tickets to theme parks and attractions, and gift cards to this city's favorite eateries.</p>
<p><b>The Makeover</b></p> <p>A salon can assemble a gift certificate for a cut and style, color, styling products, and aromatic candles.</p>	<p><b>The Gardening Basket</b></p> <p>Use a small wheelbarrow or bucket and fill it with bulbs, gardening gloves, a watering can, a garden hose and gardening tools.</p>	<p><b>Stock The Bar</b></p> <p>Bundle several different types of liquor and essentials to create classic cocktails or martinis, including bar tools and cocktail glasses.</p>	<p><b>The Ultimate Fanatic</b></p> <p>Package tickets to a concert, dinner before the show, a private car to transport you to the show, signed memorabilia, t-shirts, posters, and music download gift cards.</p>

These are just a few of the many themes that can be used. Have fun and use your imagination – the sky’s the limit! (For donated items valued at less than \$100, we reserve the right to bundle several together into one basket to increase the interest and value.) If you have questions regarding the silent auction, please contact [SilentAuction@hrcsandiego.org](mailto:SilentAuction@hrcsandiego.org)

**DEADLINE FOR DONATION SUBMISSIONS**  
**AUGUST 6, 2017**

**IMPORTANT:** All items donated to the auction need to be processed and inputted into our electronic bidding system. So to allow for adequate processing time, **donations CANNOT be accepted after the deadline.** Any items brought on the day/night of the event WILL NOT BE ACCEPTED (unless prior arrangements have been made). Please contact our Silent Auction Co-Chairs to arrange pick-up or delivery of your donation prior to the deadline.

To donate an item to the Silent Auction, please email:  
**SILENTAUCTION@HRCSDIEGO.ORG**

For more information on the Gala, please visit  
**HRCSDIEGOGALA.COM**



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# SILENT AUCTION DONATION FORM

SATURDAY AUGUST 12, 2017

HOTEL DEL CORONADO

## DONOR INFORMATION

Donor Name \_\_\_\_\_

Street Address \_\_\_\_\_

City, State, ZIP \_\_\_\_\_

Contact Person \_\_\_\_\_

Telephone/E-mail \_\_\_\_\_

Donor URL/Website \_\_\_\_\_

Signature \_\_\_\_\_ Title \_\_\_\_\_

## DONATION DESCRIPTION

Item 1 \_\_\_\_\_

Special Instructions/Restrictions \_\_\_\_\_

Approximate Retail Value \$ \_\_\_\_\_

Item 2 \_\_\_\_\_

Special Instructions/Restrictions \_\_\_\_\_

Appropriate Retail Value \$ \_\_\_\_\_

- Item/Gift Certificate is enclosed
- Please generate a Gift Certificate for me

- Item/Gift Certificate will be forwarded
- Please show this donation as Anonymous

The Human Rights Campaign San Diego Dinner Committee gratefully acknowledges your generous donation. The Silent Auction reserves the right to auction donated items in the manner we feel will maximize contributions. Human Rights Campaign (HRC) is a 501(c)(4) organization; therefore, gifts/donations are not tax-deductible as a charitable contribution. But your donation is deductible to the fullest extent allowed by law, and we encourage you to talk with your accountant or tax planner.

## DONATION SUBMISSION DEADLINE: AUGUST 6, 2017

**INSTRUCTIONS:** Please **PRINT, SIGN** and **RETURN** this completed form with your donation item to:

**Human Rights Campaign**  
San Diego Gala Auction  
P.O. Box 33106  
San Diego, CA 92163

For questions or more information about donating to the Silent Auction, please email:  
**SILENTAUCTION@HRCSANDIEGO.ORG**

For more information on the Gala, please visit:  
**HRCSANDIEGOGALA.COM**



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