



THE 6TH ANNUAL
HRC SAN DIEGO
GALA DINNER & AUCTION

**SPONSORSHIP
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 YOUR EMPLOYEES, COMPANY, AND COMMUNITY SUPPORT HRC

Domestic partner benefits and nondiscriminatory policies are increasingly important to potential and current employees, both LGBTQ and non-LGBTQ, when making career decisions in the San Diego market.

HRC helps pass legislation that promotes equality in the workplace, and employer support of HRC will demonstrate a parallel commitment to equality. By supporting HRC and valuing diversity, you have the advantage of enticing the most qualified candidates to your company by offering them the best total employment package.

SHOWING YOUR SUPPORT HAS ITS PERKS

The LGBTQ consumer segment is growing every day. Supporting HRC positions your brand in front of this sophisticated and committed group of people, showing that you support their community and their values. In addition, your support gives you a positive and powerful advertising and public relations tool. Brand loyalty is a proven aspect of the LGBTQ community, especially with companies that show their support. The San Diego area has a large and diverse group of LGBTQ and LGBTQ-friendly publications as well as other advertising venues.

BECOME A SPONSOR OF THE 2017 HRC SAN DIEGO GALA DINNER & AUCTION

HELP A WORTHY CAUSE AND HAVE A GREAT TIME

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.

NATIONAL CORPORATE SPONSORS*

PLATINUM



GOLD



SILVER



BRONZE



*LIST CURRENT AS OF 3/1/17

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

To become a Corporate Sponsor, please email:
CORPORATEOUTREACH@HRCSDIEGO.ORG

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



HUMAN RIGHTS CAMPAIGN



THE 6TH ANNUAL
HRC SAN DIEGO
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SPONSORSHIP BENEFITS

SATURDAY AUGUST 12, 2017

HOTEL DEL CORONADO

| | DIAMOND SPONSOR \$15,000 | PLATINUM SPONSOR \$10,000 | GOLD SPONSOR \$7,500 | SILVER SPONSOR \$5,000 | BRONZE SPONSOR \$2,500 |
|---|-----------------------------|------------------------------|-------------------------|---------------------------|---------------------------|
| Sponsor's logo in program and on signage at the event Deadline: July 7, 2017 | | | | | |
| Dinner Tickets | 20 | 10 | 6 | 4 | 2 |
| | PREMIUM SEATING | | | | |
| Program Ad Deadline: July 7, 2017 | Full Page Ad | Full Page Ad | Full Page Ad | Half Page Ad | Half Page Ad |
| Sponsor's logo on invitations, ads, and media materials Deadline: June 9, 2017 | | | | | |
| Post-event Advertising Acknowledgment | | | | | |
| Verbal Recognition From The Stage | | | | | |
| Premium Advertising* | | | | | |
| VIP Reception Passes (Opportunity to meet program participants and special guests) | 20 | 10 | 6 | 4 | 2 |

*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 by the generosity of those donations received by the advertising deadline.

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CORPORATEOUTREACH@HRCSDIEGO.ORG

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



HUMAN RIGHTS
CAMPAIGN



THE 6TH ANNUAL
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**CORPORATE SPONSORSHIP
RESPONSE FORM**

SATURDAY AUGUST 12, 2017

HOTEL DEL CORONADO

Business Name

Contact Person

Title

Address

City, State, ZIP

Telephone

Fax

E-mail

Mobile

We are pleased to support the HRC San Diego Dinner.

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

- I would like to reserve _____ additional Tickets @ \$175 each.
- We would like an advertisement only. Please have an HRC advertising representative contact me.
- We are interested in donating an auction item.

Description: _____

Total Amount Enclosed: \$ _____

INSTRUCTIONS:

Please **PRINT, SIGN** and **RETURN** this completed form with your payment to:
Human Rights Campaign | Attn: San Diego Gala| 1640 Rhode Island Ave., N.W. | Washington D.C. 20036
Phone: 949-374-9988 | E-mail: corporateoutreach@hrcsandiego.org

*Make all checks payable to **Human Rights Campaign**. Arrangements can be made for payment by credit card. Full sponsorship payment must be received prior to event publication deadlines. Sponsor payment deadline for inclusion in 2017 HRC San Diego Dinner Program Book: July 7, 2017.*

For more information or to make alternate payment arrangements, please email:

CORPORATEOUTREACH@HRCSANDIEGO.ORG

For more information on the Gala, please visit:

HRCSANDIEGOGALA.COM



HUMAN
RIGHTS
CAMPAIGN®