



HUMAN RIGHTS CAMPAIGN®

34TH ANNUAL HRC COLUMBUS GALA

ADVERTISING AND AUCTION KIT

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 community, 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.

WHY SUPPORT THE HUMAN RIGHTS CAMPAIGN?

The Human Rights Campaign represents a grassroots force of over one 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 fair-minded public officials 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 expression and identity, to ensure that lesbian, gay, bisexual, transgender and queer Americans are assured of their basic equal rights, and 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.

34TH ANNUAL HRC COLUMBUS GALA

Saturday, June 3, 2017
Archie Griffin Ballroom,
Ohio State University's Student Union

CORPORATE SPONSORSHIP

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. For more information, please contact: **Densil Porteous or Anjali Chavan, Corporate Sponsor Co-Chairs** at hrcbusgala@gmail.com.

SPONSORSHIP LEVELS

Presenting Sponsor	\$25,000+
Champion Sponsor	\$15,000
Supporting Sponsor	\$10,000
Benefactor Sponsor	\$5,000
Patron Sponsor	\$2,500

PAST COLUMBUS CORPORATE SPONSORS

5/3 Bank
Abercrombie & Fitch
Alliance Data
Bailey Cavaleri
Big Lots!
Cardinal Health
Limited Brands
Mills James
Mount Carmel Health Systems
Nationwide
Nordstrom
OhioHealth
Ohio AFL-CIO
Resource Interactive
The Ohio State University
Time Warner Cable
United Healthcare

NATIONAL CORPORATE PARTNERS

PLATINUM



GOLD



SILVER



BRONZE





HUMAN
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ADVERTISING AND AUCTION KIT

DONATE AN AUCTION ITEM

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 Columbus 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.

Some basket ideas include:

Picnic in the Park – use a picnic basket and add plates, napkins, flatware and glasses, a bottle of wine and a corkscrew, plus a gift certificate to a local grocer for food and two lawn chairs.

The Makeover – a salon can assemble a gift certificate for a cut and style along with shampoo, conditioner, spa products and aromatic candles.

A Night Out – this basket could include a gift certificate for dinner, tickets to a movie or theater, a bottle of sparkling wine, two champagne flutes and an overnight stay at a downtown hotel.

The Gardening Basket – use a small wheelbarrow and fill it with bulbs, gardening gloves, a watering can, a garden hose and gardening tools.

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 hrcbusgala@gmail.com.

PROGRAM ADVERTISING

The dinner program provides a great opportunity to present your advertising message and show your support to the hundreds to people in attendance. We offer many options.

ADVERTISING RATES AND SPECS

The dinner program provides a great opportunity to present your advertising message and show your support to the hundreds to people in attendance. We offer many options.



FULL-PAGE
\$500
6.75" x 9.25"



HALF-PAGE VERTICAL
\$325
3.25"w x 9.25"h



HALF-PAGE HORIZONTAL
\$325
6.75"w x 4.50"h



QUARTER-PAGE
\$200
3.25"w x 4.5"h

AD PLACEMENT DEADLINE: MAY 1, 2017

AD SUBMISSION

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

Ads submitted electronically must be formatted as high-resolution black and white PDF, EPS, or JPEG files. Files that have been stuffed to a size of eight megabytes or less can be e-mailed directly to hrcbusgala@gmail.com. Larger files and files that cannot be e-mailed should be supplied to your HRC advertising representative on a CD, accompanied by a clean laser printout for reference.

If you have questions regarding the preparation of art, please e-mail hrcbusgala@gmail.com.

TAKE ADVANTAGE OF OUR BONUS OFFER!

Get a free ad in the program when you donate an auction item at the following levels:



Donate an auction item with a retail value of \$500 to \$749 and get a free quarter page ad in the program.



Donate an auction item with a retail value of \$750 to \$999 and get a free half page ad in the program.



Donate an auction item with a retail value of \$1,000 or more and get a free full page ad in the program.



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ADVERTISING FORM

ADVERTISER INFORMATION

Advertiser _____

Ad Size Full Page Half Vertical Half Horizontal Quarter Page

Street Address _____

City, State, ZIP _____

Telephone/E-mail _____

Contact Person _____

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 _____

AUTHORIZATION

I agree to advertise in the 2017 HRC Columbus 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: MAY 1, 2017

Please **PRINT, SIGN** and **RETURN** this completed form with your payment to hrcbusgala@gmail.com.

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.



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SILENT AUCTION DONATION FORM

DONOR INFORMATION

Donor Name _____

Address _____

City, State, ZIP _____

Contact Person _____ E-mail _____

Telephone _____ Fax _____

Signature _____ Title _____

Donor URL _____

DONATION DESCRIPTION

Item 1 _____

Special Instructions/Restrictions _____

Approximate Retail Value \$ _____

Item 2 _____

Special Instructions/Restrictions _____

Approximate Retail Value \$ _____

Item/Gift Certificate is enclosed

Item/Gift Certificate will be forwarded

Please generate a Gift Certificate for me

Please show this donation as Anonymous

The Human Rights Campaign National 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.

Please **EMAIL** completed form or direct questions to hrcbusgala@gmail.com.

DONOR: Please keep a copy of this completed form for your records.