



HUMAN
RIGHTS
CAMPAIGN®

35TH ANNUAL HRC COLUMBUS GALA

SUPPORT THE HUMAN RIGHTS CAMPAIGN

By becoming a sponsor of the 2018 Annual HRC Columbus Gala, you can support the Human Rights Campaign in 2018 and join the ranks of top Columbus-based companies.

WHAT IS HRC?

The Human Rights Campaign represents a grassroots force of over 1.5 million members and supporters nationwide. As the largest national lesbian, gay, bisexual, transgender and queer civil rights organization, HRC envisions an America where LGBTQ people are ensured of their basic equal rights, and can be open, honest and safe at home, at work and in the community.

SUPPORT YOUR EMPLOYEES, COMPANY AND COMMUNITY — SUPPORT HRC

In recent years, businesses have engaged in sustained efforts to implement policies aimed at creating safe and productive workplaces for lesbian, gay, bisexual, transgender and queer employees. The majority of Fortune 500 companies have prohibited discrimination based on sexual orientation since 1995 and have offered partner benefits since 2006. More than one-third prohibit discrimination based on gender identity. The number of companies that receive top ratings on the Human Rights Campaign Foundation's Corporate Equality Index, the preeminent benchmark on LGBTQ policy, rose from just 13 in 2002 to 337 in the most recent report. These policies have had a positive impact on productivity, recruitment and retention of a diverse and motivated work force. Want to be part of this national trend but at a more local level? Support HRC by sponsoring the Columbus Gala!

SHOWING YOUR SUPPORT HAS ITS PERKS

The LGBTQ consumer segment is growing every day, and becoming more interested in supporting the businesses that support equality. Supporting HRC positions your brand in front of this sophisticated and committed group of people, demonstrating that you support their community and their values. HRC is committed to being a partner with businesses in building equality, diversity and inclusion. Becoming an HRC sponsor means you have a local HRC contact to keep you updated on LGBTQ equality efforts.

BECOME A SPONSOR OF THE 2018 HRC GALA — OUR 35TH ANNIVERSARY GALA

Since 1983 the Columbus area membership of HRC has held a gala to raise funds for the Human Rights Campaign's work in Washington, D.C. and around the country. The Columbus HRC Gala is the largest LGBTQ event and one of the largest formal dinners in Columbus.

PAST COLUMBUS HRC CORPORATE SPONSORS

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

BECOME A 2018 CORPORATE SPONSOR FOR COLUMBUS HRC

To become a corporate sponsor, contact:

Anjali Chavan
chavan.anjali@gmail.com

George Schein
gschein@bakerlaw.com

NATIONAL CORPORATE PARTNERS*

PLATINUM



GOLD



SILVER



BRONZE



*as of 11-1-17

The 35th Annual HRC Columbus Gala will be held on June 2, 2018 at The Ohio Union at OSU.



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Additional tickets with Corporate Sponsor benefits are \$250; general admission tickets are \$200**.

| | Presenting Sponsor \$25,000 and above | Champion Sponsor \$15,000 | Supporting Sponsor \$10,000 | Benefactor Sponsor \$5,000 | Patron Sponsor \$2,500 |
|--|--|------------------------------|--------------------------------|-------------------------------|---------------------------|
| Sponsor's logo in program and on signage at the event Deadline: May 4, 2018 | | | | | |
| Dinner tickets with premium seating | 20 | 15 | 10 | 4 | 2 |
| PREMIUM SEATING | | | | | |
| One drink ticket per corporate sponsor guest | | | | | |
| Full-page program ad Deadline: May 4, 2018 | | | | | |
| VIP reception passes (Opportunity to meet program participants) | 20 | 15 | 10 | 4 | 2 |
| Sponsor's logo on invitations, ads and media materials Deadline: April 2, 2018 | | | | | |
| Post-event advertising acknowledgement | | | | | |
| Sponsor acknowledgement from stage | | | | | |
| Champagne at dinner | | | | | |
| Premium Advertising* | | | | | |
| One front row table | | | | | |

* 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 advertising deadline.

**All tickets will be assessed a \$7.25 processing fee.