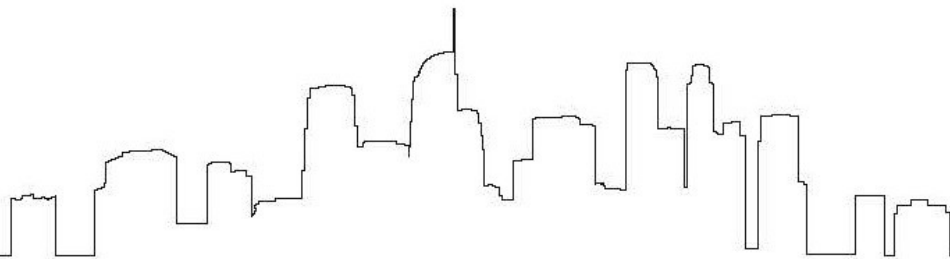




# 2020 HUMAN RIGHTS CAMPAIGN LOS ANGELES DINNER

## SPONSORSHIP OPPORTUNITIES



**MARCH 28, 2020**

InterContinental Los Angeles Downtown

[www.hrcladinner.com](http://www.hrcladinner.com)

## The Human Rights Campaign,

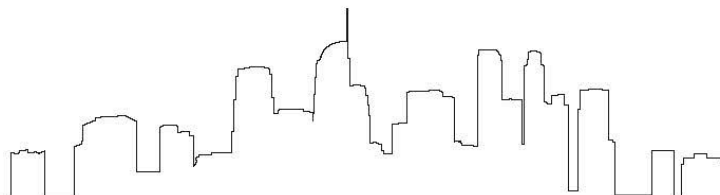
a nonpartisan organization working at both the federal and state levels, represents a grassroots army of 3 million members and supporters nationwide. As the country's largest lesbian, gay, bisexual, transgender, and queer (LGBTQ) civil rights organization, HRC envisions an America where LGBTQ people are ensured of their basic civil rights and can be open, honest, and safe at home, at work, and in the community. HRC effectively lobbies Congress, mobilizes grassroots action in diverse communities, invests strategically to elect fair-minded officials, and increases public understanding through innovative education and communications strategies.

HRC endeavors, as part of its mission, to create a safe and secure workplace for LGBTQ employees. The HRC Corporate Equality Index (CEI) sets the standards for corporate excellence in ensuring LGBTQ equality, and HRC provides the resources for companies to achieve this goal.

**Because of your support,** Americans in every state can now say we live in a nation that embraces marriage equality. However, despite that historic stride, in a majority of states millions of LGBTQ Americans are still at risk of being fired from their jobs, evicted from their homes, or denied services simply because of who they are. To combat this threat, HRC is hard at work both nationally and locally to both defeat legislation targeting our community and pass comprehensive non-discrimination protections. HRC is leading the charge in Congress for the Equality Act, which would ensure LGBTQ people the same rights in basic areas of life such as employment, housing, education, federal funding, and more, no matter where they live. With your unwavering support and leadership, we will continue to fight until the dream of full federal equality is a reality for all Americans.

**“I BELIEVE THAT TOGETHER, ALL OF US, WE CAN HARNESS THE STRENGTH THAT’S INHERENT IN OUR DIFFERENCES, TO STAND TOGETHER IN THE FACE OF FEAR AND DIVISION.”**

**– ALPHONSO DAVID, HRC PRESIDENT**



# It's time for the 2020 Human Rights Campaign Los Angeles Dinner and Auction!

Each of us - from our Los Angeles-based Board of Directors and Board of Governors, to our hard-working Los Angeles Steering Committee and Dinner Committee, to each of our enthusiastic (and indispensable) volunteers - is thrilled to present you with this year's landmark occasion. Join us!

In keeping with tradition, our signature community event will elaborate the historic victories of the past year, while inspiring each of us with a call to action for the important years ahead. Come enjoy engaging speakers, renowned honorees, our celebrated live and silent auctions, and so much more.

## 4 WAYS TO SUPPORT THIS EVENT

SPONSOR

**BECOME A SPONSOR!** Our sponsors are vital to the success of our gala evening. Your generous support allows us to continue our essential work. Our different sponsorship levels are designed to satisfy diverse marketing budgets and it's our pleasure to provide the substantial benefits and privileges in the pages that follow.

**See page 4.**

ATTEND

**HOW TO ATTEND!** There are many ways you can attend the event—purchase a full table and host your friends, become a table captain and encourage your friends to purchase tickets and sign up to sit at your table, or purchase individual tickets and allow us to place you at a table of fun supporters of HRC. All of these will lead you to a night of celebrating equality and fun!

**See page 6.**

DONATE

**BECOME AN AUCTION DONOR!** The legendary excitement of our live and silent auctions seems to multiply each year. 2020 will be no exception. From exotic trips to once-in-a-lifetime experiences, to unique items created just for this event, your donations will adorn table after table of unique items to entice the sophisticated palates of our guests. Our personal online bidding system and our big screen updates during the dinner will enhance the excitement all night long.

**See page 8.**

ADVERTISE

**BE IN OUR PROGRAM BOOK!** Extend your visibility well beyond gala night. Our keepsake program book does more than memorialize the extraordinary events of the night. It's also an opportunity for our esteemed advertisers to provide an ongoing item of value for our guests to revisit and enjoy throughout the year.

**See page 9.**

# BENEFITS OF YOUR HRC Sponsorship

## CORPORATE SPONSORSHIP

### *Level*      *Investment*   *Tickets*

**PRESENTING**      **\$50,000**      30  
Sponsor

### *Benefits*

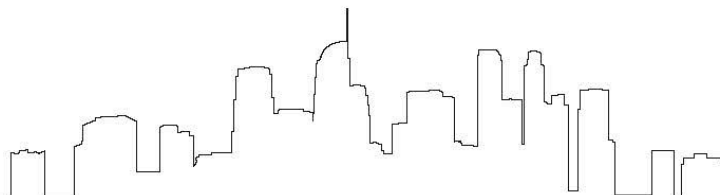
\*Presenting level provides additional naming opportunities

- **(3) Tables of 10 with preferred VIP Seating**
- **30 tickets to the Corporate Sponsor VIP Reception and Auction Preview**
- (2) Full Page Color Ads in Souvenir Program Book with first choice placement
- Logo listed as Presenting Sponsor on all printed materials, website and sponsor video
- Champagne Service during dinner meal
- Verbal Acknowledgement from Stage
- Dedicated signage during cocktail reception
- Product Placement opportunity\*\*
- Embedded hotlink in email invitation\*\*
- Ability to host a table captain party/reception on company campus

**PREMIERE**      **\$25,000**      20  
Sponsor

- **(2) Tables of 10 with preferred placement**
- **20 Tickets to Corporate Sponsor VIP Reception and Auction Preview**
- Premium Full Page Color Ad in Souvenir Program Book with preferred placement
- Logo listed as Premiere Sponsor on all printed materials, website and sponsor video
- Champagne Service during dinner meal
- Verbal Acknowledgement from Stage

\*\*Based on mutual approval with HRC on content.



# BENEFITS OF YOUR HRC Sponsorship

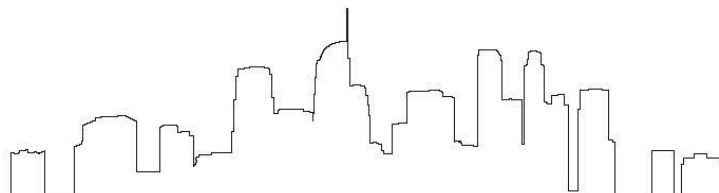
## CORPORATE SPONSORSHIP

<i>Level</i>	<i>Investment</i>	<i>Tickets</i>	<i>Benefits</i>
CHAMPION Sponsor	\$17,500	20	<ul style="list-style-type: none"> <li>• (2) Tables of 10 with preferred placement</li> <li>• (20) Tickets to Corporate Sponsor VIP Reception and Auction Preview               <ul style="list-style-type: none"> <li>• Premium Full Page Color Ad in Souvenir Program Book</li> <li>• Logo listed as Champion Sponsor on all printed materials, website and sponsor video</li> <li>• Champagne Service during the dinner meal</li> <li>• Verbal Acknowledgement from Stage</li> </ul> </li> </ul>
<del>VIP RECEPTION</del> Sponsor (SOLD)	\$15,000	10	<ul style="list-style-type: none"> <li>• (1) Table of 10 with preferred placement</li> <li>• (10) Tickets to Corporate Sponsor VIP Reception and Auction Preview               <ul style="list-style-type: none"> <li>• Exclusive Naming rights to VIP Reception</li> <li>• Full Page Color Ad in Souvenir Program Book</li> <li>• Logo listed as Benefactor Sponsor on all printed materials, website and sponsor video</li> </ul> </li> </ul>
BENEFACTOR Sponsor	\$12,500	10	<ul style="list-style-type: none"> <li>• (1) Table of 10 with preferred placement</li> <li>• (10) Tickets to Corporate Sponsor VIP Reception and Auction Preview               <ul style="list-style-type: none"> <li>• Full Page Color Ad in Souvenir Program Book</li> <li>• Logo listed as Benefactor Sponsor on all printed materials, website and sponsor video</li> </ul> </li> </ul>
SUPPORTING Sponsor	\$6,000	6	<ul style="list-style-type: none"> <li>• (6) General Tickets               <ul style="list-style-type: none"> <li>• B/W Full Page Ad in Souvenir Program Book</li> <li>• Logo listed as Supporting Sponsor on all printed materials, website and sponsor video</li> </ul> </li> </ul>

## HRC LOS ANGELES CORPORATE COMMITTEE

Corporate Sponsorship Co-Chairs: Gwen Baba, Chris Boone and Sabrina Robinson: [corporate@hrcla.net](mailto:corporate@hrcla.net)

Dinner Co-Chairs: Jessica Bair, Nam Lam and Alan Uphold: [dinner@hrcla.net](mailto:dinner@hrcla.net)



# INDIVIDUAL TABLES

## Event Tickets

### INDIVIDUAL TABLES

<i>Level</i>	<i>Investment</i>	<i>Tickets</i>	<i>Benefits</i>
PREMIUM Table Host	<b>\$10,000</b> (subject to availability)	10	<ul style="list-style-type: none"><li>• (1) Table of 10 with Premium “first two rows” placement</li><li>• Hosted drinks at table</li><li>• (10) Tickets to Corporate Sponsor VIP Reception and Auction Preview</li><li>• Listing as a Premium Table Host in printed event materials such as the Invitation and Program Book</li></ul>
VIP Table Host	<b>\$4,500*</b>	10	<ul style="list-style-type: none"><li>• EARLY BIRDS! Only \$4,000 if you order by Friday Jan 17, 2020!</li><li>• (1) Table of 10</li><li>• (10) Tickets to VIP Reception and Auction Preview</li></ul>
GENERAL Table Host	<b>\$2,950*</b>	10	<ul style="list-style-type: none"><li>• (1) Table of 10</li></ul>

### INDIVIDUAL TICKETS

VIP Tickets	<b>\$450*</b>	1	<ul style="list-style-type: none"><li>• EARLY BIRDS! Only \$400 if you order by Friday Jan 17, 2020!</li><li>• (1) Ticket with VIP Table</li><li>• (1) Ticket to VIP Reception and Auction Preview</li></ul>
GENERAL Tickets	<b>\$295*</b>	1	

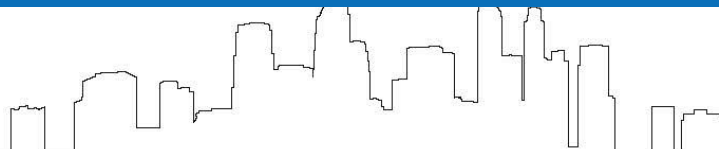
**PURCHASE TICKETS** at [www.hrcladinner.com](http://www.hrcladinner.com)

\*Plus \$7.25 per ticket service fee

## BECOME A TABLE CAPTAIN!

Table Captains are the heart of the HRC Los Angeles' dinner attendance. Each Table Captain strives to fill a table of 10, creating their own guest list and spending an inspirational evening surrounded by friends and family. If you'd like to select the nine people who will sit at your table, just become a Table Captain. Remember, Table Captains are not financially obligated to fill the table. As a "thank you" for helping to support the drive for equality, Table Captains are listed in dinner advertisements, invitations, and program books.

If you'd like to learn more, contact our Table Captain team at [tablecaptains@hrcla.net](mailto:tablecaptains@hrcla.net).



# These businesses have discovered the value of **HRC CORPORATE PARTNERSHIP** Will you?

## **HRC National Corporate Partners\***

### **Platinum**

Accenture  
American Airlines  
Apple  
The Coca-Cola Company  
Diageo / Smirnoff  
Intel  
JCrew  
Lyft  
Microsoft  
Mitchell Gold + Bob Williams  
Nationwide  
Northrop Grumman  
Target  
UPS

### **Gold**

Carnival Corporation  
Chevron  
Deloitte  
Lexus  
Nike  
Nordstrom  
Pfizer  
Williams Sonoma / West Elm / Pottery Barn

### **Silver**

Alaska Airlines  
BP  
Citi  
Cox Enterprises  
Danaher  
EY  
Mastercard  
MGM Resorts International  
US Bank

### **Bronze**

Amazon  
Ameriprise Financial  
Boston Scientific  
Capital One  
Cargill  
CenturyLink  
Dell  
EcoLab  
Goldman Sachs  
Google  
Guardian Life Insurance  
Hershey  
Hyatt Hotels  
IBM  
Lincoln Financial Group  
Macy's, Inc.  
Morgan Stanley  
PepsiCo  
PNC  
Shell  
Symantec  
UBS  
Whirlpool

\*List current as of August 1, 2019

## **2019 HRC LA Corporate Partners**

### **Presenting**

The Walt Disney Company

### **Premier**

Lexus

### **Champion**

Lockheed Martin  
Smirnoff

### **VIP Reception**

Alaska Airlines

### **Benefactor**

Fox Entertainment  
Katie McGrath & JJ Abrams  
Nordstrom  
Ogletree Deakins  
Tie The Knot  
Turner  
20th Century Fox Entertainment

### **Supporting**

David Bohnett Foundation  
Pivot  
Sattler & Associates, LLP

## **QUESTIONS?**

### **Corporate Sponsorship Co-Chairs**

Gwen Baba, Chris Boone and Sabrina Robinson  
[corporate@hrcla.net](mailto:corporate@hrcla.net)

**PURCHASE TICKETS:** [www.hrcladinner.com](http://www.hrcladinner.com)

*\* For the most up-to-date list of HRC's National Corporate Partners, please visit [www.hrc.org](http://www.hrc.org).*



# AUCTIONS

GOING ONCE...  
GOING TWICE...

**SOLD!**

**DONATE!**

For more info, please email  
[auction@hrcla.net](mailto:auction@hrcla.net)

In conjunction with our Los Angeles Dinner, we proudly announce our renowned LIVE and Silent Auctions to benefit the Human Rights Campaign!

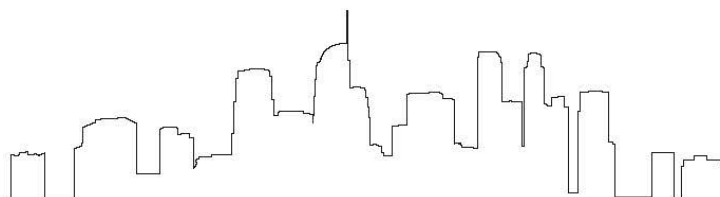
Please consider supporting HRC by donating one or more items to this year's auctions. This is an excellent opportunity for you to not only market your company or products within the loyal LGBTQ community; but also to help make a significant impact to the lives of LGBTQ Americans.

Accepted items become part of our silent auction inventory. A select number of donated silent auction items may become eligible for the live auction at the sole discretion of HRC. Factors determining live auction eligibility include the number and range of items we collect each year, the value of each potential donation, and how it potentially combines with other donations to form a live auction package.

There is no deadline to submit auction items, however in order to be included in our souvenir **2020 HRC LA Dinner Program Book**, please notify us of your donation by **Mar 6, 2020**.

Donating is easy, go to our online auction donation form, [CLICK HERE](#).

*The Human Rights Campaign (HRC) is a 501(c)(4) organization, so gifts/donations are not tax-deductible as a charitable contribution. Consult your tax professional for more information.*



# PROGRAM BOOK

## Ad Requirement



**\$5,000**

### Back Cover

\$5,000  
Full Color  
7.5" w x 10" h  
\*For bleed, include .125" on all sides

**\$3,500**

### Inside Cover

\$3,500  
Full Color  
7.5" w x 10" h  
\*For bleed, include .125" on all sides

**\$2,500**

### Premium Full Page Color

\$2,500  
Full Color  
7.5" w x 10" h  
\*For bleed, include .125" on all sides  
1st half of book

**\$1,500**

### Full Page Color

\$1,500  
Full Color  
7.5" w x 10" h  
\*For bleed, include .125" on all sides  
2nd half of book

**\$1,000**

### Full Page B/W

\$1,000  
Black & White  
7.5" w x 10" h

**\$500**

### Half-Page Horizontal B/W

\$500  
Black & White  
7.5" w x 5" h

#### PRODUCTION REQUIREMENTS

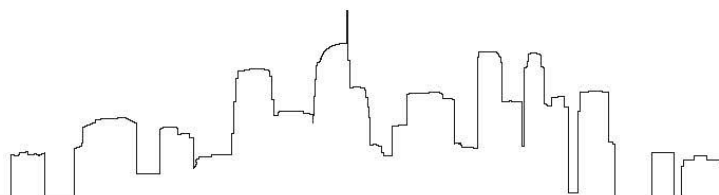
Ads must meet the specifications for size and production. Ads should be built to the exact size indicated for the appropriate sized ad. All elements in creating files should be CMYK, not RGB. Submission requirements are strictly digital and absolutely NO FILM will be accepted. Please note: A license is required for use of any HRC logo in your ad and HRC reserves the right to approve any ad with our logo.

#### REQUIRED MATERIALS

The ad must be submitted as a CMYK high-resolution .pdf or .eps file (minimum 300 dpi) with fonts outlined (preferred) or fonts embedded. Note: Outlined fonts in a .pdf look jagged on screen but print smooth. Don't be alarmed. File should be named: (company name)(ad size and orientation) (HRC16).(file type)

#### AD SUBMISSION AND DEADLINE

All advertising content and inquiries should be emailed to [programbook@hrcla.net](mailto:programbook@hrcla.net). The deadline for ad submission is **March 6, 2020**.



# HRC Sponsorship & Program Book Advertisement 2020 Commitment Form

1640 Rhode Island Ave, phone: 202.216.1586  
N.W. Washington, D.C. 20036 fax: 202.239.4216  
web: www.hrcladinner.com ATTN: Richard Gagliano

## CONTACT INFORMATION

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Email: \_\_\_\_\_ Web site (URL): \_\_\_\_\_

Show Print Listing As: \_\_\_\_\_

As part of our partnership, the HRC Gala Team would like to contact the company's Public Relations team for cross-promotional opportunities, such as local media stories and social media announcements. Please list the appropriate name, phone number, and email for our contact.

Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

## PARTNER INFORMATION

I agree to support the 2020 HRC Los Angeles Dinner at the following level:

### SPONSORSHIP - DEADLINE for inclusion in Invitation (Feb 14, 2020), and Program Book (Mar 6, 2020)

- Presenting Sponsor \$50,000       Champion Sponsor \$17,500       Supporting Sponsor \$6,000  
 Premiere Sponsor \$25,000       Benefactor Sponsor \$12,500

## TABLES & TICKETS

- Host a Premium Table for 10 Guests at \$10,000

### Deadline for inclusion in Invitation (Feb 14, 2020), and Program Book (Mar 6, 2020)

- Host a VIP Table for 10 guests \$4,500\* (reserve by Feb 28, 2020 to save \$500)  
 Host a General Table for 10 guests \$2,950\*  
 Tickets to Complete Your Table — General Tickets \$295\* each      Number of Seats: \_\_\_\_\_  
 Tickets to Complete Your Table — VIP Tickets \$450\* each      Number of Seats: \_\_\_\_\_

\*not including a \$7.25 per ticket service fee

### PROGRAM BOOK - DEADLINE for Artwork and All Payments (Mar 6, 2020)

- Back Cover \$5,000       Premium Full Page Color \$2,500       Full Page B/W \$1,000  
 Inside Cover \$3,500       Full Page Color \$1,500       Half Page B/W \$500

## PAYMENT INFORMATION AND TERMS

- Payment in full (check or credit card) is requested with your signed Partnership Agreement Form.  
 Payment Enclosed — Please mail check to address listed above ATTN: LA Dinner  
 Invoice Requested — Invoice will be sent to contact listed above. Please mail check to address listed above ATTN: LA Dinner  
Reference PO Number: \_\_\_\_\_ (if applicable)

Credit Card — Total partnership amount should be charged to the following card: \_\_\_\_\_

Card No. \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Printed Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_

Please submit completed form to [sponsorship@hrcla.net](mailto:sponsorship@hrcla.net). You may also fax completed form to: 202.239.4216, ATTN: Richard Gagliano.  
All payments must be received by Mar 6, 2020.

Learn more at [www.hrcladinner.com](http://www.hrcladinner.com)

# HRC SILENT AUCTION

## 2020 Donation Form

In conjunction with the Los Angeles Dinner, a silent auction will be held to benefit HRC. We hope you will support HRC by donating an item (or two) to this year's Silent Auction. This is an excellent opportunity for you to market your company or products within the loyal LGBTQ community. Thank you in advance for your support of the Human Rights Campaign Los Angeles Dinner.

**There is no deadline to submit auction items, however in order to be included in our souvenir 2020 HRC LA Dinner Program Book, please notify us of your donation by Mar 6, 2020.**

For questions, please contact our Auction Co-Chairs at [auction@hrcla.net](mailto:auction@hrcla.net).

### DONOR INFORMATION

Donor Company: \_\_\_\_\_  
Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Email: \_\_\_\_\_  
Donor URL: \_\_\_\_\_

### DONATION DESCRIPTION

Item: \_\_\_\_\_  
\_\_\_\_\_  
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 Anonymus

\* Please provide brochures or business cards to display with donated items or services.

*The Human Rights Campaign 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; gifts/donations may not be tax-deductible as a charitable contributions. We encourage you to talk with your accountant or tax advisor for further information on deductibility.*

Key Init \_\_\_\_\_  
Item # \_\_\_\_\_  
Date \_\_\_\_\_  
Auction Contact Person  
\_\_\_\_\_

PLEASE MAIL COMPLETED FORM/DONATED ITEM TO:

Attention: Anna Mendoza  
2020 HRC Los Angeles Dinner Auction  
444 S Spalding Drive, Beverly Hills, CA 90212  
310-801-3696

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

