

# ATLANTA HRC SPONSORSHIP OPPORTUNITIES



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HUMAN  
RIGHTS  
CAMPAIGN®

The Human Rights Campaign is the largest civil rights organization that focuses on promoting fundamental equality for America's lesbian, gay, bisexual, transgender and queer (LGBTQ) community. HRC envisions an America where all LGBTQ people are ensured equality at home, at work and in every community.

### **HRC Atlanta**

Atlanta the epicenter of the LGBTQ South and is home to a vibrant gay community. HRC Atlanta serves the community through outreach, education and political action.



## REACH YOUR AUDIENCE WITH HRC

**Build** business support within the dynamic, professional LGBTQ market.

**Develop** a marketing connection with a brand-loyal audience.

**Send** a positive message to your LGBTQ employees and customers.

**Make** a statement on diversity, inclusion and fairness.

**Generate** exposure to over 12,000 Georgia HRC members.



## HRC's REACH BY THE NUMBERS

**\$884 Billion** is the estimated buying power of the LGBT Market. (1)

**18.4%** is the percentage of Atlanta's population who identify as LGBT. (2)

**73%** of HRC members have household incomes over \$50,000. (3)

**80%** of HRC members hold a Bachelor's degree or higher. (3)

**53%** of HRC members have household incomes over \$75,000. (3)

**35%** of HRC members have household incomes over \$100,000. (3)

**71%** of HRC members own their own residence. (3)

**91%** of HRC's members and supports are more favorable to companies that sponsor HRC. (5)

**85%** of HRC members are more likely to buy services and products from those companies that sponsor HRC. (5)

**99%** of all US counties have lesbian and gay couples. (5)

**80%** of LGBT consumers report they have changed brands based on the company's positive stance toward the LGBT community. (4)

(1)NGLCC, 2015 (2)AJC Report on 2010 Census (3)HRC member statistics (4)Whitman Insights SHRC Member Survey (5)HRC Member Survey



## **Gala Dinner and Auction**

Since 1987, the Atlanta Gala Dinner and Auction has grown to be one of the largest fundraisers in the country for HRC. The event begins with a silent auction, followed by a black-tie dinner that celebrates excellence in the LGBTQ movement and the future of HRC.

With over 1,300 attendees, the Gala Dinner and Auction anchors HRC Atlanta's sponsorship season. Attendees include:

- HRC members and high-level donors
- Celebrities
- Federal, state, and local elected officials
- Community and business leaders
- Sponsor representatives
- Family, friends and supporters of our LGBTQ citizens

In addition to significant visibility throughout the entire event, sponsors receive exposure through 900,000+ print impressions in local print media, mention in five emails to all 15,000 HRC supporters, listing on our website (5,000+ hits each year), announcements in our social media channels and 3,000 print invitations to HRC's highest donors in Atlanta.

## **Community Events**

Throughout the year, we host a number of community events to bring awareness to LGBTQ equality and to our sponsors. Our two largest annual community events are:

- Pride Brunch – a celebration during Atlanta Pride garnering 600+ attendees
- Bowling for Equality – a fun afternoon at the lanes with over 250 bowlers

## HRC Atlanta Sponsorship Benefits

Presenting	\$27,500	Silver	\$8,500
Platinum	\$17,000	Bronze	\$5,500
Gold	\$11,500	Crystal	\$2,750

## Unique Dinner Event Sponsorship Opportunities

BidPal® Auction Sponsorship	\$8,500	approx. 5:00 – 9:15 p.m.
HRC Celebration and After Party	\$3,000	approx. 10:00 – midnight

## One-Time Community Event Presenting Sponsorship Upgrade

Contact a member of the Corporate team to learn about other sponsorship opportunities throughout the year.

	Presenting	Platinum	Gold	Silver	Bronze	Crystal
<b>Industry Category Exclusivity</b>	•					
<b>Dinner Tickets</b>	20 Premium Location Tickets	10 Premium Location Tickets	8 Preferred Location Tickets	6 Tickets	4 Tickets	2 Tickets
<b>Presenting Sponsor Reception Tickets</b>	20 Tickets	10 Tickets	8 Tickets	6 Tickets	4 Tickets	2 Tickets
<b>Additional Tickets at Reduced Price (\$100)</b>	10 Tickets	10 Tickets	6 Tickets	4 Tickets		
<b>Federal Club Brunch Tickets</b>	4 Tickets	2 Tickets				
<b>Program Book Ad</b>	Premium Location	Full-page	Full-page	Full-page	Half-page	Half-page
<b>Pride Brunch Tickets</b>	6 Tickets	4 Tickets	2 Tickets			
<b>Bowling for Equality Tickets</b>	One Lane for 6	One Lane for 6	One Lane for 6			
<b>Logo in Sponsor Video during Dinner</b>	•	•	•	•	•	•
<b>Recognition in invitations and media ads</b>	Logo	Logo	Logo	Logo	Name Listed	Name Listed
<b>Year-round Sponsorship at all Atlanta HRC Events</b>	•	•	•			

## **Presenting Sponsor — \$27,500+**

- Category exclusivity by industry
- 20 tickets (2 tables in a premium location) to the Atlanta Gala
- 20 tickets to the Gala Presenting Sponsor Reception
- Sponsor logo and 6-second video/photograph b-roll during national sponsor video
- Exclusive recognition throughout the Presenting Sponsor Reception (from 5 – 6 p.m.) where HRC's major donors enjoy exclusive access to the reception and auction. From 6 p.m. through the first half of the dinner, the reception and auction continue and presenting sponsors are highlighted.
- 4 invitations to the Federal Club Brunch on the Sunday following the Atlanta Gala
- Full-page advertisement in program Book – choice of inside front cover or back cover based on first presenting sponsor paid
- Recognition during the dinner program
- Opportunity to host a Pre-Dinner Reception in the months prior to the Atlanta Gala, with over 100 guests
- 6 tickets to the Pride Brunch and 1 lane for six at our Bowling for Equality event.
- Opportunity for your organization to purchase up to 10 additional tickets at a \$100 rate (must be one invoice)
- Logo on all event media advertisements and printed invitations
- Recognition in local press releases, social media and a hyperlink with your company logo from the HRC Atlanta website to your website
- Year-round sponsorship presence at all Atlanta HRC events including, Pride Brunch and Bowling for Equality events
- Additional benefits may be available

## **Platinum Sponsor — \$17,000+**

- 10 tickets (1 table in a premium location) to the Atlanta Gala
- 10 tickets to the VIP pre-dinner cocktail reception
- 2 invitations to the Federal Club Brunch on the Sunday following the Atlanta Gala
- Full-page ad in the program book
- Recognition during the dinner program
- 4 tickets to the Annual Pride Brunch and 1 lane for six at our Bowling for Equality event
- Opportunity for your organization or employees to purchase up to 10 additional tickets at a \$100 rate (must be one invoice)
- Logo on all event-related media advertisements and printed invitations
- Recognition in local press releases, social media and a hyperlink with your company logo from the HRC Atlanta website to your website
- Year-round sponsorship presence at all Atlanta HRC events including, Pride Brunch and Bowling for Equality events



### **Gold Sponsor — \$11,500+**

- 8 tickets to the Atlanta Gala, in a preferred location
- 8 tickets to the VIP pre-dinner cocktail reception
- Full-page ad with priority placement in the program book
- Recognition during the dinner program
- 2 tickets to the Annual Pride Brunch and 1 lane of six at our Bowling for Equality event
- Logo on all dinner advertisements and printed invitations
- Opportunity for your organization or your employees to purchase up to 6 additional tickets at a \$100 rate (must be one invoice).
- Year-round sponsorship presence at all Atlanta HRC events including, Pride Brunch and Bowling for Equality events
- Recognition in local press releases, social media and hyperlink with your company logo from the HRC Atlanta website to your website

### **Silver Sponsor — \$8,500+**

- 6 tickets to the Atlanta Gala
- 6 tickets to the VIP pre-dinner cocktail reception
- Full-page ad in the program book
- Recognition during the dinner program
- Opportunity for your organization or your employees to purchase up to 4 additional tickets at a \$100 rate (must be one invoice)
- Logo on all dinner advertisements and printed invitations
- Recognition in local press releases, social media and hyperlink of your company logo from the HRC Atlanta website to your website

### **Bronze Sponsor — \$5,500+**

- 4 tickets to the Atlanta Gala
- 4 tickets to the VIP pre-dinner cocktail reception
- Half-page ad in the program Book
- Recognition during the dinner program
- Recognition in local press releases, social media and a hyperlink with your company logo from the HRC Atlanta website to your website

### **Crystal Sponsor — \$2,750+**

- 2 tickets to the Atlanta Gala
- Half-page ad in the program book
- Recognition during the dinner program
- Recognition in local press releases, social media and hyperlink with your company logo from the HRC Atlanta website to your website

## The Auction — \$8,500

Sponsor one of the largest HRC auctions in the country! With over \$300,000 in merchandise, the auction is truly a highlight of the Atlanta Gala each year. Showcase your company exclusively to all 1,200+ attendees as they register for the evening and enjoy a shopper's paradise.

Major donors, corporate guests and VIPs to the organization participate in the auction beginning at 5 p.m. during the VIP reception and general admission begins at 6 p.m.

- Logo placement in the auction room from 5 p.m. until the auction closes at approximately 9:15 p.m.
- Company logo on custom bidding website from which bidders place their bids via their smartphones
- Opportunity to merchandise/display company material in prime location in the auction room
- 10 seats (1 table) to the Atlanta Gala and all other Bronze level benefits

## The After Party — \$3,000

Celebrate a wonderful evening with approximately 450 guests as they leave the dinner and head to the official after party.

- Company logo on all signage and invitations that promote the after party
- Opportunity to do a giveaway or other promotion during the event
- All Crystal Level Benefits



Dinner guests use BidPal to bid in the auction via their smartphones. With an auction sponsorship, your company's logo will have a prominent placement in every attendee's hand!



The after party attracts approximately 450 attendees who enjoy music, dancing photos and socializing after the awe-inspiring dinner program.