



SPONSOR OPPORTUNITIES



Defend Progress. Advance Equality.



HUMAN
RIGHTS
CAMPAIGN®

HRC NORTH CAROLINA

THE HUMAN RIGHTS CAMPAIGN

With local steering committees in The Triangle and Charlotte, HRC North Carolina has more than 23,000 members who are involved in the community through outreach, education, events, and corporate support.

We are HRC North Carolina!

By empowering and mobilizing people at the grassroots level, HRC North Carolina aims to create impactful change while providing advocacy for the Human Rights Campaign's mission and work on the ground.

In addition to educating the public about the issues that affect LGBTQ+ people and their families, HRC North Carolina works to engage LGBTQ+ people and allies in the fight for equality, raise money to fund HRC's work, build strong relationships with local businesses and like-minded organizations, and turn out voters to elect pro-Equality candidates into office. Members of the HRC North Carolina Steering Committees serve as co-chairs of different program committees and bring their skills and talents to the work. Each program focuses on different aspects of HRC's work in the community, such as fundraising, community engagement, expanding membership, volunteer recruitment, and political action.

In 2022, HRC North Carolina helped to mobilize thousands of voters all across the United States, leading to record breaking numbers of LGBTQ+, BIPOC, and pro-equality candidates being elected in a historic midterm. HRC's work at the state level led to the demise of many anti-trans and "Don't say gay" bills before they were even called to a vote. And through partnership with like-minded organizations, HRC is working to protect the right to reproductive and gender affirming healthcare across our nation.

We know our reasons to celebrate are many, but with the Dobbs decision looming over us, we have seen how quickly our progress can vanish. That's why we are working alongside our allies in Congress to pass sweeping protections for the LGBTQ+ community through the Respect for Marriage Act and the Equality Act. The road ahead is long, but we know with the support of organizations like yours, we can defend the progress we've made and continue to advance equality.

Please join us in supporting our 27th annual HRC North Carolina Dinner, held on Saturday, March 18th, 2023 in Charlotte. Nearly 1,000 LGBTQ people and allies are expected to attend the annual event, which is the highlight of the fundraising year for the LGBTQ community in the Carolinas.

As the largest civil rights organization working to achieve equality for lesbian, gay, bisexual, transgender, and queer Americans, the Human Rights Campaign represents a force of more than 3 million members and supporters nationwide — all committed to making HRC's vision a reality.

HRC envisions a world where lesbian, gay, bisexual, transgender, and queer people are embraced as full members of society at home, at work, and in every community.

Learn more about The Human Rights Campaign at www.hrc.org

PRESENTING SPONSOR | \$35K

- 20 seats (two tables) to the Dinner in preferred location and 20 tickets to the Friday Night Donor Reception
- Cover position full page color ad in Dinner Digital Program Book
- Opportunity to submit a one-minute video to be shown during the event
- Recognition in Dinner program sponsor video
- Name and logo in program book and on Dinner signage and presentation screens
- Name and logo on 3,500+ mailed Dinner invitations and marketing material (commitment by 1/13/23)
- Logo and company website promoted on local HRC social media
- Friday Night Donor Reception signature sponsor
- Limited opportunity for one sponsor

DIAMOND SPONSOR | \$25K

- 20 Seats (two tables) to the Dinner in preferred location and 20 tickets to the Friday Night Donor Reception
- Premium position full page color ad in Dinner Digital Program Book
- Opportunity to submit a thirty-second video to be shown during the event
- Recognition in Dinner program sponsor video
- Name and logo in program book and on Dinner signage and presentation screens
- Name and logo on 3,500+ mailed Dinner invitations and marketing material (commitment by 1/13/23)
- Logo and company website promoted on local HRC social media

PLATINUM SPONSOR | \$15K

- 10 Seats (one table) to the Dinner in preferred location and 10 tickets to the Friday Night Donor Reception
- Full page color ad in Dinner Digital Program Book
- Recognition in Dinner program sponsor video
- Name and logo in program book and on Dinner signage and presentation screens
- Name and logo on 3,500+ mailed Dinner invitations and marketing material (commitment by 1/13/23)
- Logo and company website promoted on local HRC social media

GOLD SPONSOR | \$10K

- Six seats to the Dinner in preferred location and six tickets to the Friday Night Donor Reception
- Full page color ad in Dinner Digital Program Book
- Recognition in Dinner program sponsor video
- Name and logo in program book and on Dinner signage and presentation screens
- Name and logo on 3,500+ mailed Dinner invitations and marketing material (commitment by 1/13/23)
- Logo and company website promoted on local HRC social media

SILVER SPONSOR | \$5K

- Four seats to the Dinner in preferred location and four tickets to the Friday Night Donor Reception
- Half-page color ad in Dinner Digital Program Book
- Recognition in Dinner program sponsor video
- Name and logo in program book and on Dinner signage and presentation screens
- Logo and company website promoted on local HRC social media

BRONZE SPONSOR | \$2.5K

- Two seats to the Dinner in preferred location and two tickets to the Friday Night Donor Reception
- Half page color ad in Dinner Digital Program Book
- Recognition in Dinner program sponsor video
- Name and logo in program book and on Dinner signage and presentation screens
- Logo and company website promoted on local HRC social media

SILENT AUCTION SPONSOR | \$10K

- Six seats to the Dinner in preferred location and six tickets to the Friday Night Donor Reception
- Full page color ad in Dinner Digital Program Book
- Recognition in Dinner program sponsor video
- Name and logo in program book and on Dinner signage and presentation screens
- Name and logo on 3,500+ mailed Dinner invitations & marketing material (commitment by 1/13/23)
- Logo and company website promoted on local HRC social media
- Additional silent auction branding opportunities including sponsor signage within the silent auction area and on the BidPal bidding system

CUSTOM MEDIA & MARKETING SPONSORSHIPS AVAILABLE

The full retail value of In Kind Services will be valued at 50 percent for purposes of sponsorship level and benefits

sponsorship + ticket form

PLEASE SELECT YOUR SPONSORSHIP LEVEL

- | | |
|--|---|
| <input type="checkbox"/> PRESENTING SPONSORSHIP \$35,000 | <input type="checkbox"/> BRONZE SPONSORSHIP \$2,500 |
| <input type="checkbox"/> DIAMOND SPONSORSHIP \$25,000 | <input type="checkbox"/> SILENT AUCTION SPONSORSHIP \$10,000 |
| <input type="checkbox"/> PLATINUM SPONSORSHIP \$15,000 | <input type="checkbox"/> *ADDITIONAL TABLE \$2,022.50 |
| <input type="checkbox"/> GOLD SPONSORSHIP \$10,000 | <input type="checkbox"/> *ADDITIONAL CORPORATE TICKET(S) \$202.50 |
| <input type="checkbox"/> SILVER SPONSORSHIP \$5,000 | <input type="checkbox"/> IN KIND VALUE TBD (by dinner committee) |

**INCLUDES TICKETING FEES, **10 SEATS PER TABLE*

PLEASE COMPLETE THE FOLLOWING INFORMATION

COMPANY / ORGANIZATION NAME: _____

PRIMARY CONTACT: _____ BUSINESS PHONE: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

EMAIL: _____

WEBSITE URL: _____

PLEASE EMAIL THE COMPLETED FORM TO HRCNCDINNER@GMAIL.COM

ADDITIONAL INFORMATION

- Invoice will be sent with payment instructions enclosed
- Full sponsorship payment must be received prior to event publication deadline of February 17, 2023.
- Attendee names for Dinner and Friday Night Donor Reception due February 17, 2023.
- Sponsors will receive notices via email with deadlines and information needed

The Human Rights Campaign is a 501(c)4 organization; therefore, contributions/donations are not tax-deductible as charitable contributions.

DIGITAL PROGRAM BOOK AD FORM

	ADVERTISEMENT	NON-PROFIT
FULL PAGE AD Size 7.5" x 10"	<input type="checkbox"/> \$900	<input type="checkbox"/> \$450
HALF PAGE AD Size 7.5" x 4.75" or 3.5" x 10"	<input type="checkbox"/> \$500	<input type="checkbox"/> \$250
QUARTER PAGE AD Size 3.5" x 4.75"	<input type="checkbox"/> \$300	<input type="checkbox"/> \$150

PLEASE COMPLETE THE FOLLOWING INFORMATION

COMPANY / ORGANIZATION NAME: _____

PRIMARY CONTACT: _____ BUSINESS PHONE: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

EMAIL: _____

WEBSITE URL: _____

PAYMENT INFORMATION: ☐ PAY VIA CHECK ☐ PAY VIA CREDIT CARD

PLEASE EMAIL THE COMPLETED FORM TO [HRCNCDINNER@GMAIL.COM](mailto:hrcncdinner@gmail.com)

ADDITIONAL INFORMATION

- All payments and materials are due by February 17, 2023.
- Acceptable file types include .tiff, .eps, .jpg, .jpeg, and .png
- For payment via credit card, please contact hrcncdinner@gmail.com
- For payment via check, please mail your check to the address below

Human Rights Campaign | ATTN: Alex Kreger
1640 Rhode Island Ave NW | Washington, D.C. 20036

The Human Rights Campaign is a 501(c)4 organization; therefore, contributions/donations are not tax-deductible as charitable contributions.

silent auction donation form

*SILENT AUCTION ITEMS DUE BY: JANUARY 31, 2022

ITEM DESCRIPTION

RETAIL VALUE: _____

**IF THE RETAIL VALUE OF YOUR DONATION EXCEEDS \$500 - SEE BELOW FOR ADDITIONAL BENEFITS*

☐ FULL PAGE AD

Size: 7.5" x 10"

\$2,500+

☐ HALF PAGE AD

Size: 3.5" x 10"

\$1,501 - \$2,499

☐ QUARTER PAGE AD

Size: 3.5" x 4.75"

\$500 - \$1,500

*SILENT ADS DUE BY: February 17, 2023

PLEASE COMPLETE THE FOLLOWING INFORMATION

DONOR LISTED AS: _____

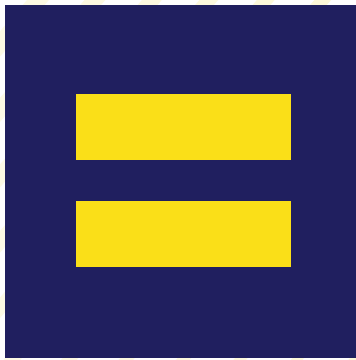
PRIMARY CONTACT: _____ EMAIL: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PLEASE EMAIL THE COMPLETED FORM TO HRCNCDINNER@GMAIL.COM

The Human Rights Campaign is a 501(c)4 organization; therefore, contributions/donations are not tax-deductible as charitable contributions.



HUMAN
RIGHTS
CAMPAIGN



www.hrc.org



[@hrccharlotte](https://www.instagram.com/hrccharlotte)



www.facebook.com/hrccharlotte

