



HUMAN
RIGHTS
CAMPAIGN®

EQUALITY WINS IN '24!

2024 WESTERN & CENTRAL NEW YORK DINNER

MAY 18, 2024

Joseph A. Floreano Rochester Riverside Convention Center

CORPORATE SPONSORSHIP

Join the ranks of top companies and organizations in New York state by becoming a sponsor of the 2024 HRC Western and Central New York Dinner. Your support of the Human Rights Campaign helps to promote equality here at home and across the nation.

What is HRC?

The Human Rights Campaign (HRC) represents a grassroots force of over three million members and supporters nationwide. As the largest LGBTQ+ civil rights organization in the United States, HRC effectively lobbies Congress, mobilizes grassroots action in diverse communities, invests strategically to elect a fair-minded Congress, 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 can be open, honest, and safe at home, at work, and in the community.

Support your employees, company, and community!

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 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 842 in the most recent report. These policies positively impact a diverse and motivated workforce's productivity, recruitment, and retention.

Be part of an exciting national trend. Join us as a Corporate Sponsor of the HRC Western and Central New York Dinner!

You'll be in the ranks of some of New York state's top companies who have supported previous HRC Western and Central New York Dinners, including:

- Constellation Brands
- Corning Incorporated
- Eastman Kodak Company
- Excellus BlueCross BlueShield
- Harter Secrest & Emery LLP
- L3 Harris Technologies
- Rochester Regional Health
- Trillium Health
- University of Rochester Medical Center
- Wegmans Food Markets

Become a Corporate Sponsor! Contact HRCDinner.WCNY@gmail.com

NATIONAL CORPORATE PARTNERS*

PLATINUM



GOLD



SILVER



BRONZE



*as of 12-13-23



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SPONSORSHIP LEVELS

	Presenting Sponsor \$20,000	Platinum Sponsor \$15,000	Gold Sponsor \$10,000	Silver Sponsor \$7,500	Bronze Sponsor \$4,500	Equality Patron \$1,750
Your logo on all media, invitations, ads Deadline: March 11, 2024						Name Listing
Dinner tickets*	20	14	8	5	3	2
Your logo in program and on event signage. Deadline: April 19, 2024						Name Listing
Digital Program ad Deadline: April 19, 2024	TWO full-pg ads	ONE full-pg ad	ONE full-pg ad	ONE half-page ad	ONE half-page ad	Name Listing
Featured on WCNY Social Media						Name Listing
Verbal recognition from the stage						
Extras for Your Table. Each table has 2 bottles each of red and white wine. High level sponsors will receive extra bottles at their table(s) as noted.	Two Champagne, Two Premium Wines	Three Premium Wines	Two Premium Wines	One Premium Wine		

Additional Opportunities

OneCause® Auction Sponsorship: \$8,500

- 6 Dinner tickets*
- Your logo displayed throughout the Silent Auction/Cocktail area
- Your logo featured in the OneCause auction site
- 1/2-page ad and thank you in digital Program Book

Dinner Photography Patron: \$3,500

- 2 Dinner tickets*
- Half-page ad and thank you in digital Program Book
- Logo recognition at the HRC photo area.
- Featured on HRC WCNY Social Media



Ask us about other sponsorship opportunities, starting at \$2,500.



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Sponsorship Reply Form

Sponsor | Business Name:

Contact Person & Title:

Address:

City/State/Zip:

Phone/Fax:

Email:

Mobile:

We are pleased to support the 2024 HRC Western and Central New York Dinner as a:

- ☐ Presenting Sponsor \$20,000
- ☐ Platinum Sponsor \$15,000
- ☐ Gold Sponsor \$10,000
- ☐ Silver Sponsor \$7,500
- ☐ Bronze Sponsor \$4,500
- ☐ Equality Patron \$1,750
- ☐ OneCause Auction Sponsorship \$8,500
- ☐ Dinner Photography Patron \$3,500

☐ We are interested in a \$2,500 sponsorship opportunity. Please have an HRC representative contact me.

☐ We would like to reserve _____ additional tickets at \$195 each.

☐ We would like an advertisement only. Please have an HRC advertising representative contact me.

☐ We are interested in donating an auction item (please describe the item here) _____

Total Amount Enclosed: \$ _____

Make all checks payable to Human Rights Campaign.

Arrangements can be made for payment by credit card.

INSTRUCTIONS! Full sponsorship payment must be received prior to event publication deadlines.

PRINT, SIGN and RETURN this completed form with your payment to:

Human Rights Campaign | Attn: Nat Maldonado | 1640 Rhode Island Ave., N.W. | Washington, D.C. 20036

Phone: 771-217-3053 E-mail: nat.maldonado@hrc.org

DEADLINES:

March 11, 2024 for inclusion on the invitation.

April 19, 2024 for inclusion in the event.

QUESTIONS?

Please contact HRCDinner.WCNY@gmail.com



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AUCTION & ADVERTISING

BECOME AN AUCTION DONOR

According to 2021 US government census data, the fastest-growing minority segment in the US is the LGBTQIA+ community, with close to \$1.4 Trillion in spending power.

Donating an exciting trip, unique getaway experience, or well-curated themed gift basket to the HRC Western and Central New York auction is another way to support equality while gaining exposure for your business! Donations with a value of \$250 or more will receive top billing in the auction, including signage with your name and logo.

Favorite auction items include big-ticket vacation destinations; regional weekend getaways featuring admission to popular attractions, dining, and accommodations; beauty, spa, and relaxation packages; and culinary experiences such as dinner parties prepared by local restaurants in the homes of the highest bidders.

Themed gift baskets work well, too! A few ideas include Finger Lakes wine, cider, or brew tastings. An all-New York gourmet food basket. A local family fun basket containing a membership to area attractions and gift cards for family-friendly eateries. An "If you were coming to visit me" destination gift basket built around all the things you'd be excited to share with someone visiting your hometown.

Please Note: Human Rights Campaign is a 501c4 organization; therefore, gifts and donations are not tax-deductible as a charitable contribution. However, your donation is deductible to the fullest extent allowed by law, and we encourage you to talk with your accountant or tax planner.

QUESTIONS?

Contact HRCDinner.WCNY@gmail.com

DIGITAL PROGRAM ADVERTISING RATES & SPECS

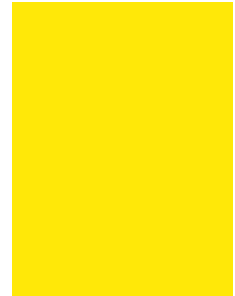
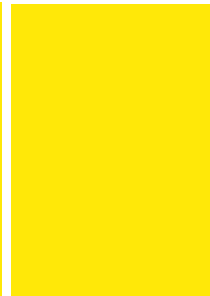
Advertising in our digital 2024 HRC Western New York Dinner Program is an effective way to show you support the goals of the Human Rights Campaign while getting your company name and message in front of a discerning group of consumers. Full-page ad files should include a bleed; see the specs below. Choose the sizing option that's best for you:



TWO-PAGE SPREAD \$1,000

6.75"w x 9.25"h each

8.75"w x 11.25"h with bleed



FULL PAGE \$550

6.75"w x 9.25"h

8.75"w x 11.25"h with bleed



HALF-PAGE HORIZONTAL \$375

6.75"w x 4.50"h each

**Non-profit organizations receive
a 20% discount on advertising!**

ARTWORK DEADLINE: April 19, 2024

Please save your ad as a high-resolution color PDF, EPS or JPEG file. Email your file (8MB or less) to HRCDinner.WCNY@gmail.com. For files larger than 8 MB or if you cannot email your ad, please save your file to a jump drive and provide it, along with a clean laser printout for reference, to your HRC representative.

AUCTION DONATION+AD=SAVINGS!!

Auction donors, get a discount when you place any size ad in our digital program book! Donations with a value of \$250 or more receive \$50 off. Those valued at \$150–\$249 receive \$25 off.

Make your [auction donation online](#) or print the form on Pages 5 & 6 and return it by email.



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Advertiser/Auction Donor Information

Advertiser/Donor Name: _____ URL: _____

Address: _____

City/State/Zip: _____

Contact Person: _____ Email: _____

Phone: _____ Mobile: _____ Fax: _____

AD SIZE (circle one):

Two-page Spread

Full Page

Half-Page Horizontal

AD PAYMENT MUST BE RECEIVED WITH THIS FORM. Full payment must be received prior to event publication deadlines.

COMMITMENT AND AD SUBMISSION DEADLINE: April 19, 2024

☐ Check attached (Please make payable to Human Rights Campaign)

Total for Ad \$ _____

☐ Credit Card (circle as appropriate) American Express Discover Visa MasterCard

Card No _____ Expiration Date _____

AUTHORIZATION: I agree to advertise in the 2024 HRC Western and Central New York Dinner Program Book.

Authorized Signature (Advertiser) _____

Print Name _____

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

IMPORTANT NOTE TO ADVERTISER/AGENT: This is a legally binding document. Please read carefully before signing.

QUESTIONS?

Contact HRCDinner.WCNY@gmail.com



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Advertiser/Auction Donor Information (continued)

Auction Donation(s)

Item #1 Description _____

Approximate Retail Value _____

Special Instructions/Restrictions _____

Item #2 Description _____

Approximate Retail Value _____

Special Instructions/Restrictions _____

☐ Item/gift certificate is enclosed.

☐ Please generate a gift certificate for us.

☐ Item/gift certificate will be forwarded.

☐ Please show this donation as: _____

The Human Rights Campaign Western and Central New York 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. However, your donation is deductible to the fullest extent allowed by law, and we encourage you to talk with your accountant or tax planner.

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

PLEASE MAIL or SHIP ITEMS BY April 19, 2024 to:

Lorraine Woerner, Dinner Co-chair

8179 Turkey Hollow Road, Honeoye, NY 14471

TO ARRANGE FOR PICK-UP: HRCDinner.WCNY@gmail.com

QUESTIONS?

Contact HRCDinner.WCNY@gmail.com