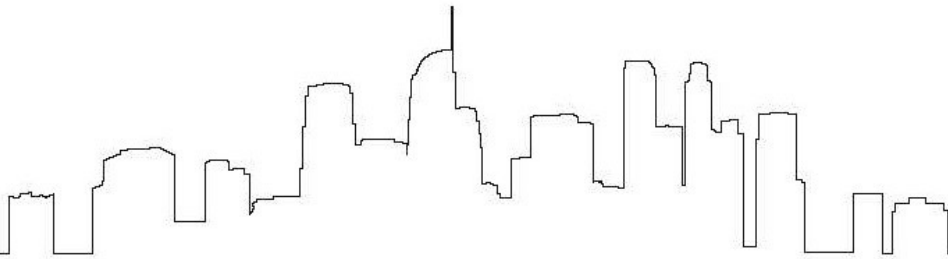




2024 HUMAN RIGHTS CAMPAIGN LOS ANGELES DINNER

SPONSORSHIP OPPORTUNITIES



MARCH 23, 2024

Fairmont Century Plaza
la.hrc.org/events

The Human Rights Campaign, has spent 40 years creating the most powerful movement for equality our country has ever seen. But despite this progress, our most marginalized are still suffering from violence, discrimination and fear. Our goal is to ensure that all LGBTQ+ people, and particularly those of us who are trans, people of color and HIV+, are treated as full and equal citizens within our movement, across our country and around the world. HRC represents a grassroots army of over 3 million members and supporters nationwide. We effectively lobby Congress, mobilize grassroots action in diverse communities, invest strategically to elect fair-minded officials, and increase 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

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.

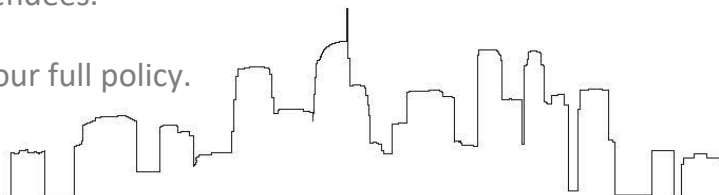
Event Details

We are excited to host this in-person fundraising dinner. The support generated from this event will help fuel the work for equality. Our Welcome Reception for all guests will begin at 5:30 pm with the main program beginning at 7:00 pm. HRC encourages you to dress however you feel comfortable. Have fun with it! Whether that is black tie, festive or casual, the important thing is that you are there.

COVID-19 Safety Protocol

The Human Rights Campaign and Human Rights Campaign Foundation expect event participants and attendees to comply with CDC, state and local COVID-related guidelines, rules and requirements. Guests attending events produced by the organization should be up-to-date on vaccinations. We encourage guests who would like to wear a mask to do so. If you feel unwell, please stay home. HRC reserves the right to adjust our health & safety requirements at any time and will communicate any material changes to our policy to event attendees.

Visit hrc.im/covidsafe for our full policy.



It's time for the 2024 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 is 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. 2024 will be no exception. From exotic trips to once in a lifetime experiences, to unique items created just for this event, Your donation will be displayed in our beautiful silent auction area. 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 DIGITAL PROGRAM BOOK! Extend your visibility well beyond the event night. It is 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

| <i>Level</i> | <i>Investment</i> | <i>Tickets</i> | <i>Benefits</i> |
|--------------|-------------------|----------------|-----------------|
|--------------|-------------------|----------------|-----------------|

| | | | |
|-----------------------|-----------------|----|--|
| PRESENTING Sponsor | \$50,000 | 30 | |
|-----------------------|-----------------|----|--|

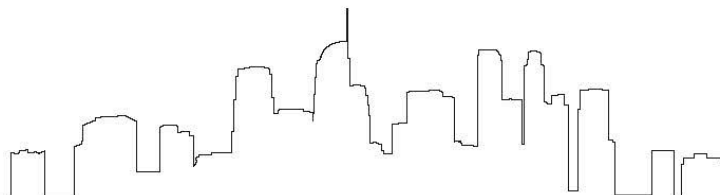
- **(3) Tables of 10 with preferred seating**
- **30 tickets to the Welcome Reception and Auction Preview**
- (2) Full Page Color Ads in Souvenir Digital Program Book with first choice placement
- Logo listed as Presenting Sponsor on all printed materials, website and sponsor video
- Champagne Service 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

*Presenting level provides additional naming opportunities

| | | | |
|--------------------|-----------------|----|--|
| PREMIER Sponsor | \$25,000 | 20 | |
|--------------------|-----------------|----|--|

- **(2) Tables of 10 with preferred placement**
- **20 Tickets to the Welcome Reception and Auction Preview**
- Premium Full Page Color Ad in Souvenir Digital Program Book with preferred placement
- Logo listed as Premier 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

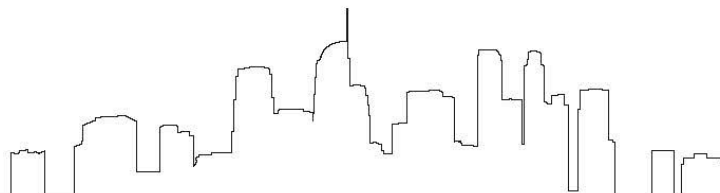
CORPORATE SPONSORSHIP

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

HRC LOS ANGELES CORPORATE COMMITTEE

Contact our Corporate Sponsorship team: corporate@hrcla.net

Contact our Dinner Chairs: dinner@hrcla.net



INDIVIDUAL TABLES

Event Tickets

INDIVIDUAL TABLES

| <i>Level</i> | <i>Investment</i> | <i>Tickets</i> | <i>Benefits</i> |
|---------------------------------|--|----------------|--|
| GOLD PREMIUM Table Host | \$10,000 (Limited Availability) | 10 | <ul style="list-style-type: none">• (1) Table of 10 with Premium “first two rows” placement• Hosted drinks at table• Complimentary bottle of champagne• (10) Tickets to the Welcome Reception and Auction Preview• Name listing as a Premium Table Host in printed event materials such as the Invitation and Digital Program Book |
| SILVER PREMIUM Table Host | \$5,000* | 10 | <ul style="list-style-type: none">• (1) Table of 10 with preferred table placement• Complimentary bottle of champagne• (10) Tickets to the Welcome Reception and Auction Preview• Listing as a Premium Table Host in printed event materials such as the Invitation and Digital Program Book |
| GENERAL Table Host | \$3,450* | 10 | <ul style="list-style-type: none">• (1) Table of 10 |

INDIVIDUAL TICKETS

| | | | |
|--------------------|---------------|---|--|
| GENERAL Tickets | \$345* | 1 | <ul style="list-style-type: none">• Includes access to the Welcome Reception |
|--------------------|---------------|---|--|

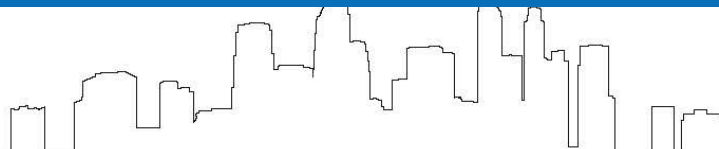
PURCHASE TICKETS at hrc.im/attend

*Prices do not include ticketing service fees.

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 up to 10, creating their own guest list and spending an inspirational evening surrounded by friends and family. If you'd like to select the other 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.



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

HRC National Corporate Partners*

Platinum

Accenture
Amazon
American Airlines
Apple
Diageo / Smirnoff
Google
JP Morgan Chase
Lyft
Macy's Inc.
Match Group
Microsoft
Morgan Stanley
Nationwide
Neiman Marcus Group
Northrop Grumman
Pfizer
Raytheon
Target
UPS
The Walt Disney Company

BP
Caesars
Capital One
Chevron
Citi
Cox
Danaher
Goldman Sachs
Mastercard
MGM Resorts International
PayPal
United Health Group
US Bank

Bronze

Bank of America
Barclays
Best Buy
Boston Scientific
Bread Financial
Cargill
Comcast
Dell Technologies
EcoLab
Hershey
Hewlett Packard
Hyatt
Johnson & Johnson
Lincoln Financial Group
Lumen
PepsiCo
PNC
Ross
Shell
Starbucks
Takeda
The J.M. Smucker Co
TIAA
TPG
Visa
Whirlpool
Zimmer Biomet

Gold

Alaska Airlines
CVS Health
Danone
Deloitte
Intel
Lexus
Nike
Nordstrom
Raymond James
Salesforce
T-Mobile
United Airlines
Vizzy

Silver

Airbus
Applied Materials

2023 LA Dinner Sponsors

Lexus
Diageo/Smirnoff
Lockheed Martin
APLA Health
Ambassador James Costos & Michael S. Smith
David Bohnett

Premier Table Sponsors

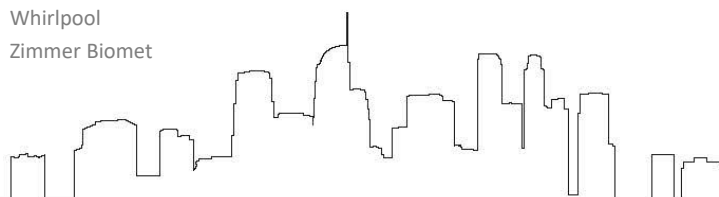
Alaska Airlines
Walton Isaacson
Warner Music Group

QUESTIONS?

Corporate Sponsorship team:
corporate@hrcla.net

PURCHASE TICKETS: hrc.im/attend

** List current as of December 13, 2023. For the most up-to-date list of HRC's National Corporate Partners, please visit www.hrc.org.*



AUCTIONS

GOING ONCE...
GOING TWICE...

SOLD!

DONATE!

For more info, please email
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 **Digital Program Book**, please notify us of your donation by **March 8, 2024**.

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

The Human Rights Campaign will gratefully acknowledge 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. But your donation is deductible to the fullest extent allowed by law, and we encourage you to talk with your accountant or tax planner.

DIGITAL PROGRAM BOOK

Digital Ad Requirements



\$500

Half Page Horizontal Full Color
7.5" w x 5" h
*For bleed, include .125" on all sides
2nd half of book

\$5,000

Inside Cover Full Color

7.5" w x 10" h
*For bleed, include .125" on all sides

Link directly to your web site!

Full page advertisers can now include live links to their web sites. Please include your URL when purchasing your ad.

\$2,000

Premium Full Page Full Color

7.5" w x 10" h
*For bleed, include .125" on all sides
1st half of book

\$1,500

Full Page Full Color

7.5" w x 10" h
*For bleed, include .125" on all sides
2nd half of book

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. The deadline for ad submission is **February 19, 2024**.

HRC Sponsorship & Program Book Advertisement

2024 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: Mollie Levin

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 2024 HRC Los Angeles Dinner at the following level:

SPONSORSHIP - DEADLINE for inclusion in Invitation (February 7, 2024) and Program Book (March 1, 2024)

- Presenting Sponsor \$50,000 Champion Sponsor \$17,500 Benefactor Sponsor \$12,500
 Premier Sponsor \$25,000 Welcome Reception Sponsor \$15,000 Supporting Sponsor \$6,000

TABLES & TICKETS

- Host a Gold Premium Table for 10 guests \$10,000*
 Host a Silver Premium Table for 10 guests \$5,000* (\$4,500 if reserved by February 1, 2024)

Deadline for inclusion in Invitation (February 7, 2024), and Program Book (March 1, 2024)

- Tickets to Complete Your Table — General Tickets \$345* each Number of Seats: _____

*not including service fees

PROGRAM BOOK - DEADLINE for Artwork and All Payments (March 1, 2024)

- Inside Cover \$5,000 Premium Full Page Color \$2,000 Half Page Color \$500
 Full Page Color \$1,500

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.

All payments must be received by March 1, 2024.

Learn more at la.hrc.org/events

HRC SILENT AUCTION

2024 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 Digital Program Book, please notify us of your donation by March 8, 2024.

For questions, please contact our Auction Co-Chairs at 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.

PLEASE MAIL COMPLETED FORM AND ITEMS TO:

*Nam Lam
Attn: 2024 HRC LA Dinner Auction
2930 Montrose Avenue, Unit 110
Glendale, CA 91214*

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

Key Init
Item #
Date
Auction Contact Person

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.