

HUMAN
RIGHTS
CAMPAIGN®



August 22, 2026
2026 HRC Las Vegas Gala
Durango Casino & Resort



HUMAN
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HRC LAS VEGAS GALA SPONSORSHIP OPPORTUNITIES 2026

THE HUMAN RIGHTS CAMPAIGN

The Human Rights Campaign, a bipartisan organization working at both the federal and state levels, represents a force of more than 3 million members and supporters nationwide. As the largest national lesbian, gay, bisexual, transgender and queer civil rights organization, HRC envisions a world where LGBTQ+ people are ensured of their basic equal 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 a fair-minded Congress, and increases public understanding through innovative education and communication strategies.

WHY HRC?

Our Corporate Partners include leading financial institutions, retailers, accounting firms, law firms, media and travel companies, and more. They understand that HRC's supporters have tremendous buying power and influence in the tri-state area and beyond. Partnerships with HRC enable companies to demonstrate leadership and support for the LGBTQ+ community at large, and provides opportunities to reinforce a company's culture of inclusion with current and future employees.

Of the many important institutions serving the LGBTQ+ community, our experience and size provides our Corporate Partners with an unparalleled link to the diverse community we serve. In addition to our reach, we offer:

91%

OF HRC MEMBERS
ARE MORE FAVORABLE
TO COMPANIES THAT
SPONSOR HRC
– HRC MEMBER SURVEY

CREDIBILITY

Initiatives such as our Corporate Equality Index, State of the Workplace report, and Buying for Workplace Equality guide have positioned HRC as a pre-eminent authority on corporate support for LGBTQ+ issues.

FREQUENCY

Through numerous national and local communications platforms, we reach our members and supporters multiple times each month.

DESIRABLE DEMOGRAPHICS

Our members are educated, active and influential in their communities.

LOYALTY

A recent member survey revealed that 91% of HRC members are more favorable to companies that sponsor HRC, and 85% are more likely to buy products from those companies.

GOOD COMPANY

Current sponsors include a variety of fair-minded Fortune 500 companies, as well as niche marketers who recognize the power of an HRC partnership.

VERSATILITY

We can tailor a program that will meet your marketing or diversity objectives – either on a national level or in targeted geographic markets.

85%

OF HRC MEMBERS
ARE MORE LIKELY TO
BUY PRODUCTS FROM
THOSE COMPANIES
THAT SPONSOR HRC
– WHITMAN INSIGHTS

EFFICIENCY

A strategic HRC sponsorship can cost significantly less and deliver more than executing an LGBTQ+-targeted print or direct mail advertising campaign.

\$884

BILLION BUYING
POWER WITH
CONSUMER LOYALTY
– WITECK COMMUNICATIONS



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2026 HRC LAS VEGAS GALA SPONSORSHIP OPPORTUNITIES

EXCLUSIVE PRESENTING SPONSOR \$50,000 (MONETARY PLUS IN-KIND)

- Exclusivity in an industry category
- Premium placement and advertisement as “2026 Presenting Sponsor” on all dinner materials
- Three dinner event tables (30) with premier seating and reception
- Two full page advertisements in the Digital Program Book
- Presentation opportunity on stage during the dinner
- Verbal and visual acknowledgment from dinner stage and on video screen throughout the event
- Sponsor acknowledgment in all dinner media materials
- Sponsor logo included on HRC Las Vegas website to run through 2027
- Sponsor logo included in HRC Las Vegas Sponsor Opportunities (in the Thank You to Our 2026 Sponsors)

SIGNATURE (MONETARY PLUS IN-KIND) \$25,000

- Two dinner event tables (20 seats) with premier seating and reception
- Signature sponsor logo included on dinner materials: advertising, digital program book and dinner signage (timing of when sponsorship is agreed)
- Signature sponsor logo positioning on the HRC Las Vegas website to run through 2027
- Full-page advertisement in the Digital Program Book
- Verbal and visual acknowledgment from dinner stage and on video screen throughout the event
- Sponsor acknowledgment in dinner media materials
- Sponsor logo included in HRC Las Vegas Sponsor Opportunities (in the Thank You to Our 2026 Sponsors)

CHAMPION SPONSOR \$15,000

- One dinner event table (10 seats) with premier seating and reception
- Sponsor logo included on dinner materials: advertising, digital program book and digital signage (timing of when sponsorship is agreed)
- Sponsor logo included on HRC Las Vegas website to run through 2027
- Full-page advertisement in the Digital Program Book
- Sponsor acknowledgment in dinner media materials
- Sponsor logo included in HRC Las Vegas Sponsor Opportunities (in the Thank You to Our 2026 Sponsors)



HUMAN RIGHTS CAMPAIGN®

2026 HRC LAS VEGAS GALA SPONSORSHIP OPPORTUNITIES

SUPPORTING SPONSOR \$10,000

- Eight Dinner tickets with the option to purchase up to two more Premium tickets at a discounted rate of \$300 per ticket
- Premier seating and reception
- Sponsor logo included on dinner materials: advertising, digital program book and digital signage (timing of when sponsorship is agreed)
- Sponsor logo included on HRC Las Vegas website to run through 2027
- Sponsor acknowledgment in dinner media materials
- Half-page advertisement in the Digital Program Book
- Sponsor logo included in HRC Las Vegas Sponsor Opportunities (in the Thank You to Our 2026 Sponsors)

BENEFACTOR SPONSOR \$5,000

- Five dinner tickets with the option to purchase up to five more General tickets at a discounted rate of \$300 per ticket
- Premier seating and reception
- Sponsor listing included on dinner materials: advertising, digital program book and digital signage (timing of when sponsorship is agreed)
- Sponsor logo included on HRC Las Vegas website to run through 2027
- Half-page advertisement in dinner Digital Program Book
- Sponsor logo included in HRC Las Vegas Sponsor Opportunities (in the Thank You to Our 2026 Sponsors)

PARTNER SPONSOR \$3,500

- Two dinner tickets with the option to purchase up to eight more General tickets at a discounted rate of \$300 per ticket
- Sponsor listing included on dinner materials: advertising, digital program book and digital signage (timing of when sponsorship is agreed)
- Sponsor logo included on HRC Las Vegas website to run through 2027
- Half-page advertisement in the Digital Program Book
- Sponsor logo included in HRC Las Vegas Sponsor Opportunities (in the Thank You to Our 2026 Sponsors)

THANK YOU TO OUR 2025 SPONSORS

LAS VEGAS SPONSORS

PRESENTING		SIGNATURE	
Gavin J. Goorjian Trust		CAESARS	Wynn RESORTS
SUPPORTING			
CSAA Insurance Group a AAA Insurer	MGM RESORTS		
Flamingo NIGHTCLUB	SOUTHWEST GAS		
BENEFACTOR			
DICKINSON WRIGHT	JPMORGAN CHASE & CO.	Mellon Bank	
PARTNER		WINE	
Quill	House of Wine	House of Wine	

NATIONAL SPONSORS

PLATINUM	amazon	American	Apple	JPMorganChase
	lyft	macys inc	Marrriott INTERNATIONAL	Microsoft
	Morgan Stanley	Pfizer	The Walt Disney Company	
GOLD	Nike	cellegro	Target	T-Mobile
SILVER	AIRBUS	Alaska AIRLINES	APPLIED MATERIALS	BANK OF AMERICA
	MatchGroup	PayPal	UNITEDHEALTHGROUP	Optima
BRONZE	BEST BUY	Boston Scientific	breed financial	DELL Technologies
	HYATT	Jacobs	McDonald's	MERCK
	Quill	REGENERON	TPG	ZIMMER BIOMET



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HRC LAS VEGAS GALA DIGITAL PROGRAM BOOK ADVERTISING 2026

ADVERTISING YOUR BUSINESS IN THE 2026 DIGITAL DINNER PROGRAM BOOK IS SMART BUSINESS

As America's largest and most influential bipartisan LGBTQ+ civil rights organization, with more than 3.6 million members throughout the U.S., HRC is a dynamic, growing organization at the forefront of America's quest for full LGBTQ+ equality. Our HRC Las Vegas Dinner is the single most effective way to locally showcase your support for fairness and the people who fight for it. A partnership with HRC and the local LGBTQ+ community will help position your business in a dynamic market while building customer loyalty.

- Expand your business' demographic reach and establish new business and customer opportunities
- Create a marketing connection to a brand-loyal audience
- Build relationships with like-minded community leaders
- Send a positive message to your employees and customers
- Make a statement about diversity

LONG SHELF LIFE GETS RESULTS

The HRC Las Vegas Dinner Digital Program Book has a shelf life! This means it delivers your advertising often, creating an excellent branding opportunity for your business. Our digital program book is shared directly with all attendees on multiple occasions before and after the event. It also is featured on the HRC Las Vegas website for one year. As research indicates, the LGBTQ+ community is loyal to those who support them!

SUPPORT A WORLD CLASS EVENT

The HRC Las Vegas Gala is a fundraising event (not black tie) that includes dynamic community leaders, celebrity entertainment and like-minded political figures who support the LGBTQ+ community. The evening is guaranteed to be an elegant affair and sure to be the buzz throughout the community. Advertising in this digital program book is a wonderful reflection on your business.

MAKE A DIFFERENCE

Your support builds tremendous awareness while paving the way to equality for all Nevadans. Supporting HRC demonstrates your business goes deeper than commerce; it truly cares about and supports its community.

BUILD CUSTOMER LOYALTY

Your message will reach the most affluent members of our LGBTQ+ community who possess buying loyalties toward businesses and services that support their community and their quest for equality.

Thank you for your passionate support.
Human Rights Campaign

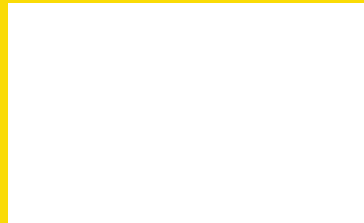


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HRC LAS VEGAS GALA DIGITAL PROGRAM BOOK ADVERTISING 2026

AD RATES AND SIZES

All ads are color.



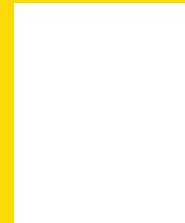
SPREAD INSIDE FRONT COVER, \$3,500

Trim: 16.5" w x 10.75" h
Bleed: 16.75" w x 11" h
Live: 15.5" w x 9.75" h



INSIDE COVERS, \$2,500

Trim: 8.25" w x 10.75" h
Bleed: 8.5" w x 11" h
Live: 7.25" w x 9.75" h



FULL PAGE, \$1,250

Trim: 8.25" w x 10.75" h
Bleed: 8.5" w x 11" h
Live: 7.25" w x 9.75" h



HALF-PAGE HORIZONTAL, \$700

7.5" w x 4.85" h

PLEASE NOTE:

Preferred placement — First 20 pages = \$100 addl. | Premium link option - include a link to an external website = \$250 addl.

Donate an auction package and obtain a discount on your ad:

10 % discount when donating a package valued at \$250 — \$499
20 % discount when donating a package valued at \$500+

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 RGB, not CMYK. Submission requirements are strictly digital and absolutely NO FILM will be accepted.

REQUIRED MATERIALS

The ad must be submitted as a RGB high-resolution .pdf or .eps file (minimum 300 dpi) with fonts outlined (preferred) or fonts embedded.

File should be named as follows:

(company name)(ad size and orientation)(HRC26).(file type)

AD SUBMISSION

All advertising materials should be emailed to programbook@hrclv.org

AD BOOK DEADLINE

Wednesday, July 29, 2026

HRC reserves the right to approve any ad with our logo.



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HRC LAS VEGAS GALA SPONSORSHIP AGREEMENT

SPONSOR CONTACT INFORMATION*

Sponsor Listed As _____

Contact _____

Address _____

City, State, ZIP _____

Telephone _____ E-mail _____

**Please provide complete information*

SPONSOR INFORMATION

I agree to sponsor the 2026 HRC Las Vegas Gala at the following level:

Presenting \$50,000 Champion \$15,000 Benefactor \$5,000

Signature \$25,000 Supporting \$10,000 Partner \$3,500

Tickets to complete your table at \$300/ticket Number of seats: _____

Signature _____ Date _____

Title _____

PAYMENT INFORMATION AND TERMS

Payment in full (check or credit card) is requested with your signed Sponsorship Agreement

Payment enclosed — Please mail check to address listed above ATTN: Events Team

Invoice Requested — Invoice will be sent to contact listed above
reference PO number _____ (if applicable)

Credit Card — Total sponsorship amount should be charged to the following card:

Card No. _____ Expiration Date _____

Printed Name _____

Signature _____

**Fax completed
payment form to:**
202-423-2872
ATTN: Events Team

**or Mail Payments and
form to:**
Human Rights Campaign
Attn: Mollie Levin
1640 Rhode Island Ave NW
Washington, DC 20036

**All payments must be
completed by:**
August 1, 2026

**Questions about
Sponsorship
Opportunities?**
Please contact
Latoya Holman
702-600-7579
AllyForwardNow@gmail.com



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HRC LAS VEGAS GALA TABLE PURCHASE AGREEMENT

PURCHASER CONTACT INFORMATION

Purchaser Listed As _____

Contact _____

Address _____

City, State, ZIP _____

Telephone _____ E-mail _____

**Please provide complete information*

TABLE INFORMATION

I/We agree to purchase a table at the 2026 HRC Las Vegas Gala (August 22, 2026):

Premier \$5,000

Signature _____ Date _____

Title _____

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Invoice Requested — Invoice will be sent to contact listed above
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Credit Card — Total amount should be charged to the following card:

Card No. _____ Expiration Date _____

Printed Name _____

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payment form to:**
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Human Rights Campaign
Attn: Mollie Levin
1640 Rhode Island Ave NW
Washington, DC 20036

**All payments must be
completed by:**
August 1, 2026

Questions?
Please contact
Latoya Holman
702-600-7579
AllyForwardNow@gmail.com



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HRC LAS VEGAS GALA DIGITAL PROGRAM BOOK ADVERTISING

ADVERTISER INFORMATION

Advertiser (Company) _____

Ad Size/Type _____

Street Address _____

City, State, ZIP _____

Telephone/E-mail _____

Contact Person _____

Please contact me about becoming a sponsor.

Please contact me about donating to Silent Auction.

**Fax completed
payment form to:**
202-423-2872
ATTN: Events Team

**or Mail Payments and
form to:**
Human Rights Campaign
Attn: Mollie Levin
1640 Rhode Island Ave NW
Washington, DC 20036

**All payments must be
completed by:**
Wednesday, July 29, 2026

**Questions about
Program
Advertising?**
Please contact
Brian Martin or
Leondrus Wright
programbook@hrclv.org

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1640 Rhode Island Ave., N.W., Washington, D.C. 20036, ATTN: Mollie Levin

Invoice Requested – Invoice will be sent to contact listed above

reference PO number _____ (if applicable)

Credit Card – Total sponsorship amount should be charged to the following card:

Card No. _____ Expiration Date _____

Printed Name _____

Signature _____

IMPORTANT NOTE TO ADVERTISER/AGENT:

This is a legally binding document. Please read carefully before signing.