SPONSORSHIP OPPORTUNITIES

HRC Louisiana Dinner
June 22, 2024
Hyatt Regency New Orleans

Title Sponsor
WHAT WE DO

The Human Rights Campaign is America’s largest civil rights organization working for lesbian, gay, bisexual, transgender and queer equality. Since 1980, we have been fighting for a better future for LGBTQ+ Americans. We are now working tirelessly to pass the Equality Act, which will soon head to the U.S. Senate for consideration, fight back against a multitude of anti-LGBTQ+ legislation in states nationwide and ensure everyone in our community is treated with dignity and respect. While our opponents are emboldened and on the attack, the Human Rights Campaign and our grass-roots army of more than 3.2 million members and supporters are energetically defending the rights we’ve gained and ramping up our fight for full equality across the board.

ANTI-EQUALITY LEADERS AND LEGISLATION
The alarming spate of anti-LGBTQ+ bills introduced across the country in 2020 has continued to surge in 2021. These include bills that would prohibit transgender youth from receiving gender-affirming care and bills that would prohibit transgender youth from participating in sports. This wave of anti-transgender legislation harkens back to the surge of anti-transgender bathroom bills that hit state legislatures in 2016, including North Carolina’s HB2. We remain committed to aggressively fighting these threats to equality by those who seek to undermine our rights. HRC will do whatever it takes to protect the rights and fundamental equality of every LGBTQ+ person in this country.

BUILDING AND DEMONSTRATING POLITICAL POWER
HRC’s decades-long work to build political power has uniquely positioned us to reach LGBTQ+ and ally voters who prioritize equality on the ballot, also known as Equality Voters. HRC has identified 57 million Equality Voters nationwide who, if they turn out to vote, will support pro-equality candidates. HRC’s early and sustained year-round engagement in battleground states like Arizona, Georgia, Michigan, Nevada, Pennsylvania, and Wisconsin bolstered historic turnout in 2018 and 2020 producing pro-equality outcomes at every level of government. In 2019, HRC’s mobilization of Equality Voters in Virginia, where lawmakers had repeatedly blocked pro-equality bills over many years, produced groundbreaking progress for LGBTQ+ Americans in the South. These victories led to the Virginia Values Act becoming law, making Virginia the first state in the South to advance statewide nondiscrimination protections for LGBTQ+ people.

ADVANCING EQUALITY IN OUR DAILY LIVES
The HRC Foundation improves the lives LGBTQ+ people by building understanding and shaping the public debate of LGBTQ+ people and the challenges they face through innovative research and public education campaigns. We also change the policies and practices in the institutions that shape our everyday lives (hospitals, schools, workplaces, and more) and empower strategic partners, community advocates, and allies through convenings and capacity-building. Guided by these theories of change and seeking to prioritize work impacting those who are multiply marginalized, we have 11 cutting-edge programs advancing equality in the U.S. and beyond.

All Children - All Families is the only national program dedicated to LGBTQ+ inclusion in child welfare (foster care and adoption agencies) that provides resource development, technical assistance and training.

Public Education & Research produces written resources and conducts original quantitative and qualitative research exploring the lived experiences of LGBTQ+ people.

Global Partnerships provides capacity-building and leadership development opportunities to LGBTQ+ advocates from around the world to strengthen movements and advance global LGBTQ+ equality.

HBCU Program is the only national project that partners with Historically Black Colleges and Universities on establishing an LGBTQ+-inclusive campus climate.

Health & Aging provides resources and training to help thousands of healthcare facilities adopt inclusive policies and practices to better serve LGBTQ+ patients and employees.

HIV & Health Equity develops public education and capacity-building programs to address the disproportionate impact of HIV on Black and Latinx communities.

Religion & Faith provides faith leaders with opportunities and tools to stand up for equality even as opponents attempt to weaponize faith against LGBTQ+ people.

Transgender Justice Initiative leads economic empowerment programs, capacity-building initiatives, community engagement efforts, and public safety education campaigns that combat the discrimination faced by transgender people.

Welcoming Schools is the only bias-based bullying prevention program in the nation to provide LGBTQ+-specific training and resources with an intersectional lens, developed for use in elementary schools.

Workplace Equality advances equality for LGBTQ+ workers through the adoption and implementation of inclusive policies, practices, and benefits in the U.S. and beyond.

Youth Well-Being provides professional development to over 5,000 youth-serving professionals annually, through the annual Time to THRIVE conference, webinars, participation at major national convenings, and by amplifying the stories of HRC Youth Ambassadors. The program also convenes HRC’s Parents for Transgender Equality Council.
$884 BILLION is the estimated buying power of the LGBTQ+ Market

53% of HRC Members have household incomes over $75,000

35% of HRC Members have household incomes over $100,000

80% of HRC Members hold a Bachelor’s degree or higher

71% of HRC Members own their own residence

80% of lesbians and gays reporting that they have changed brands based on a company’s positive stance toward the gay community

85% of gays and lesbians who would prefer to buy from companies that market to them

A partnership with HRC will help you…

BUILD business support within the dynamic, professional LGBTQ+ Market.

DEVELOP a marketing connection and relationship with a brand-loyal audience.

GENERATE exposure to thousands of HRC Members over the next year.

MAKE a statement on diversity, inclusion and fair-mindedness.

PROVIDE an opportunity to reinforce a company’s culture of inclusion with current and future employees.

SEND a positive message to your LGBTQ+ employees and customers.

For more information, contact Betty Sun (BettySun@HRCNola.org)
### 2024 LOUISIANA DINNER

**PARTNERSHIP LEVELS AND BENEFITS**

**June 22, 2024**

Hyatt Regency New Orleans

For more information, contact Betty Sun (BettySun@HRCNola.org)

All levels of partnership come with the following benefits in addition to the benefits outlined in the table:

- Partner name and logo on Dinner ballroom banner
- Your company name at your Dinner tables
- Logo on select Dinner advertisements and Dinner invitations
- Verbal recognition during the dinner presentation

As a corporate partner, you will also receive premium table placement at the Dinner in the Partner section. Each table seats 10. Additional Partner tickets are $600 each. Program book advertisement upgrades are available for all packages.

Deadlines: Invitation: May 1st, Program Book: May 31st, Guest names and payment: June 14th

<table>
<thead>
<tr>
<th>Title</th>
<th>Dinner Tickets</th>
<th>Welcome Reception Tickets</th>
<th>Digital Program Book Ads</th>
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<td>¼ Page B&amp;W Ad</td>
</tr>
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Business Name

Contact Person

Title

Address

City

State

ZIP

Telephone

Mobile

Email

DUE DATES

Invitation: May 1st  |  Program Book: May 31st  |  Guest names and payment: June 14th

We are pleased to support the 2024 Louisiana dinner:

☐ Title Sponsor $100,000
☐ Presenting Sponsor $35,000
☐ Diamond Sponsor $18,000
☐ Platinum Sponsor $12,000
☐ Gold Sponsor $9,600
☐ Silver Sponsor $6,000
☐ Bronze Sponsor $3,600
☐ Corporate Partner $2,400

☐ I would like to reserve _____ additional Tickets @ $600 each.
☐ We would like an advertisement only. Please have an HRC advertising representative contact me.
☐ We are interested in donating an auction item.
   Description: __________________________________________

Total Amount Enclosed: $__________________

PAYMENT

☐ Check attached (Payable to Human Rights Campaign)   Check No ________________________________

☐ Credit Card
   ☐ American Express   ☐ Visa/Mastercard   ☐ Discover

Card No. ____________________________________________ Expiration Date ________________________

Signature ________________________________________ Security Code __________________________

INSTRUCTIONS

Please PRINT, SIGN and RETURN this completed form with your payment to:
Human Rights Campaign | Attn: Mike Wilkinson | 1640 Rhode Island Ave., N.W. | Washington D.C. 20036
Phone: 202-423-2875  |  E-mail: mike.wilkinson@hrc.org

Make all checks payable to Human Rights Campaign. Full sponsorship payment must be received prior to event publication deadlines.

For more information, contact Betty Sun (BettySun@HRCNola.org)