



HUMAN
RIGHTS
CAMPAIGN[®]



HRC Atlanta PRIDE BRUNCH

Sunday, October 11, 2026

HRC.im/AtlantaPrideBrunch

SPONSORSHIP OPPORTUNITIES

ABOUT HRC

The Human Rights Campaign represents a grassroots force of over 3.6 million members and supporters nationwide and is the largest lesbian, gay, bisexual, transgender and queer (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 LGBTQ+ people can be open, honest and safe at home, at work and in the community.

ABOUT THE EVENT

The HRC Atlanta Pride Brunch, now in its 23rd year, is one of our longest-running events and is the "Official Parade Viewing Party" for Atlanta Pride weekend as designated by Atlanta Pride. This event attracts 400-700 attendees annually.

This year, we are back - bigger and better than ever on Sunday, October 11th at the fabulous open-air plaza at 10th and Peachtree St., which has been newly renovated and has the best vantage point to view the Atlanta Pride Parade! We are partnering again with the Hyatt Centric Midtown to include both indoor and outdoor components. The event features a southern-inspired brunch buffet, unlimited mimosa and punch bar, live performances, music, games, and other activations.

This fun, festive and fabulous afternoon is anything but frivolous. All the funds raised from ticket sales and sponsor donations go directly back to the fight for LGBTQ+ equality.

SHOWING YOUR SUPPORT HAS ITS PERKS

Current and future employees and customers notice which brands share their values, while businesses across the country understand the benefits of fairness for all. Your support is a powerful tool that provides a competitive advantage in building recognition and loyalty among influential constituents in Atlanta and beyond.



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SPONSORSHIP BENEFITS

BENEFITS	PRESENTING SPONSOR \$15,000	CHAMPION SPONSOR \$10,000	SUPPORTING SPONSOR \$5,000	BENEFACTOR SPONSOR \$2,500
EVENT BILLED AS "HRC ATLANTA PRIDE BRUNCH, PRESENTED BY [SPONSOR]" ONLY 1 AVAILABLE				
CUSTOM STEP AND REPEAT WITH SPONSOR'S LOGO AND HRC LOGO				
ABILITY TO HOST AN ACTIVATION OR ENGAGEMENT TABLE AT THE EVENT				
SPONSOR LOGO INCLUSION ON PRE-EVENT MARKETING AND PROMOTIONS (INVITATIONS, ADS, ETC.)				
SPONSOR LOGO INCLUSION ON EVENT SIGNAGE				
ABILITY TO PROVIDE PROMOTIONAL ITEMS TO EVENT TICKET HOLDERS				
TICKETS	10 VIP or 20 General Admission	6 VIP or 12 General Admission	4 VIP or 8 General Admission	2 VIP or 4 General Admission

CUSTOM AND IN-KIND SPONSORSHIP PACKAGES ARE AVAILABLE UPON REQUEST.

IF YOU'RE INTERESTED IN A CUSTOM PACKAGE, PLEASE CONTACT MATT.EPPRIGHT@HRC.ORG

HRC ATLANTA PRIDE BRUNCH SPONSOR COMMITMENT FORM

PLEASE SELECT YOUR SPONSORSHIP LEVEL

- ☐ PRESENTING SPONSOR (\$15,000)
- ☐ CHAMPION SPONSOR (\$10,000)
- ☐ SUPPORTING SPONSOR (\$5,000)
- ☐ BENEFACTOR SPONSOR (\$2,500)

TICKET SELECTION (CHECK ONE) ___ VIP TICKETS OR ___ GENERAL ADMISSION TICKETS

SPONSOR CONTACT INFORMATION

COMPANY/ORGANIZATION NAME	
PRIMARY CONTACT NAME	
PRIMARY CONTACT EMAIL	
PRIMARY CONTACT PHONE	

SPONSOR PAYMENT INFORMATION

☐ PAYMENT BY CHECK

PLEASE PRINT THIS FORM AND MAIL WITH YOUR CHECK MADE PAYABLE TO "HUMAN RIGHTS CAMPAIGN" TO:
HUMAN RIGHTS CAMPAIGN
ATTN: CARLY SHANAHAN
1640 RHODE ISLAND AVE. NW
WASHINGTON, DC 20036

☐ INVOICE REQUESTED

☐ PAYMENT BY CREDIT CARD, PLEASE CONTACT ME TO COLLECT PAYMENT

PLEASE EMAIL COMPLETED FORM & PREFERRED LOGO FOR
RECOGNITION TO: MATT.EPPRIGHT@HRC.ORG



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