HRC Nashville Dinner
Saturday, March 9, 2024

CONTACT:
Philip Heil, Dinner Co-Chair
931-237-5725 | philip.h.heil@gmail.com

Dakerri Rhone, Dinner Co-Chair
615-967-9559 | angelic615@hrc.org
Sponsorship of the Human Rights Campaign’s 2024 Nashville Equality Dinner is a powerful way to promote diversity in your organization. It is a great way to show the pride you have in your LGBTQ+ employees and customers. Sponsoring the dinner is a courageous way to show the community you support the rights of every human!

THE HUMAN RIGHTS CAMPAIGN’S VISION FOR AMERICA

HRC seeks to improve the lives of LGBTQ+ Americans by advocating for equal rights and benefits in the workplace, by ensuring that all families are treated equally under the law and increasing public support among all Americans through innovative advocacy, education, and outreach programs.

HRC works to secure equal rights for LGBTQ+ individuals and families at the federal and state levels by:

- Mobilizing a grassroots force boasting millions of supporters
- Educating Americans on issues of equality
- Investing strategically to elect fair-minded officials
- Partnering with other LGBTQ+ organizations and elected officials

The city of Nashville has long been known to embrace and encourage its strong diverse heritage, and the city’s large LGBTQ+ population reflects that. HRC Nashville plays a formidable role in the community through outreach, education, events, and forums. Statewide, HRC boasts over 20,000 members. The HRC Nashville Federal Club consists of well over 100 highly committed households from Nashville and surrounding communities who are substantial donors to HRC ($1,200 or more annually). This core group of HRC supporters is made up of successful businesspeople who are committed to HRC’s mission and active in the community. Their financial support and activism on behalf of HRC and a variety of other political and community organizations also generates corporate involvement and garners the attention and respect of many elected officials.

DID YOU KNOW?

- 79% of LGBTQ+ Consumers will pay more for your product if you are seen as an LGBTQ+ friendly company.¹
- 54% of LGBTQ+ Consumers will tell family members to purchase from allied companies.¹
- 86% of LGBTQ+ Consumers have boycotted brands who are seen as not LGBTQ+ allied.¹
- 53% of HRC households have income exceeding $75,000.²
- 73% of HRC members have household income over $50,000.²
- 80% of HRC members have a Bachelor’s degree or higher.²
- 71% of HRC members own their own residence.²

2024 SPONSORSHIP OPPORTUNITIES

Sponsorship of HRC Nashville’s Equality Dinner is a dynamic public platform for you to show your support for protecting the rights of the LGBTQ+ community. It will help you build brand support within the dynamic and professional LGBTQ+ market, develop a marketing link to a brand-loyal audience, send a positive message to your LGBTQ+ employees and customers, make a statement on diversity, inclusion and fair-mindedness and create exposure to over 20,000 Tennessee HRC members plus their families, friends and allies.

We invite you to join the businesses and individuals across the state of Tennessee who generously lend their names, goods and philanthropic resources to raise critical funds for HRC. These supporters understand the incredible impact that aligning their missions with ours can have in the cultivation of LGBTQ+ consumers. This audience makes up a significant portion of today’s market, and their brand loyalty and spending potential are well-documented.

¹ CMI LGBTQ+ Consumer Products Survey, 2019
² Internal HRC Member Statistics

HRC NASHVILLE’S 2024 EQUALITY DINNER & SILENT AUCTION

Saturday, March 9, 2024 at the Renaissance Hotel in Nashville

This annual fundraising and celebration event is the highlight of the year for HRC; previous dinners have sold out. With between 500-750 patrons expected to attend, it is the largest formal fundraising event supporting the LGBTQ+ community and our allies in Tennessee. Attendees include:

- Federal, state, and local elected officials
- Prominent members of the Tennessee LGBTQ+ community
- Community and business leaders
- HRC members and high-level donors
- Family, friends, and allies of LGBTQ+ citizens
- Sponsor representatives
- Local and nationally acclaimed celebrities

With more than $250,000 raised at the 2023 Nashville Equality Dinner, Nashville has become one of the top HRC Dinners nationwide. Past HRC Nashville Equality Dinner speakers and entertainers have included:

- Congressman Jim Cooper
- Emmylou Harris
- Lee Ann Womack
- Carson Kressley
- Ashley Judd
- John Amaechi
- Kesha
- LeAnn Rimes
- Ty Herndon
- Jennifer Nettles
- Cody Alan
- Kelsea Ballerini
EVERY LEVEL COMES WITH BENEFITS

PRESENTING SPONSOR
$25,000+

Advertising
• Equality Dinner branding rights — “HRC Nashville Equality Dinner Presented By”
• Prominent logo placement on all official signage at Dinner and Pre-events
• Prominent logo placement on all formal printed invitations that are mailed to HRC members and major donors
• Logo on all media and marketing (social media event page, print, magazine, collateral, billboards, TV, radio, etc.)

Dinner
• Twenty tickets (two full tables) to the Equality Dinner in Premier Seating
• Twenty invitations delivered to the sponsor for distribution
• Logo on cover of dinner program book
• Two full-page color advertisements in our digital dinner program book, with one in premier placement also to be shared on social media
• Company Name placed on signage at your tables
• One two-minute self-produced commercial to be played during the dinner service and shared on our local social media

GOLD SPONSOR
$12,500+

Advertising
• Logo placement on all official signage at Dinner and Pre-events, listed as “Gold Sponsor”
• Logo placement on all formal printed invitations that are mailed to HRC members and major donors, listed as “Gold Sponsor”
• Logo on all media and marketing (print, magazine, collateral, billboards, TV, radio, etc.)

Dinner
• Twenty tickets (two full tables) to the Equality Dinner, one in Premier Seating
• Twenty formal dinner invitations (delivered to sponsor for distribution/mailing)
• One full-page advertisement in the digital dinner program book
• Category and stage recognition during dinner and silent auction
• Company Name placed on signage at your tables

BRONZE SPONSOR
$5,000+

Advertising
• Logo placement on official signage at Dinner and Pre-events, listed as “Bronze Sponsor”
• Logo placement on all formal printed invitations that are mailed to HRC members and major donors, listed as “Bronze Sponsor”
• Logo on limited media and marketing (print, magazine, collateral, billboards, TV, radio, etc.)

Dinner
• Six tickets to the Equality Dinner
• Six formal dinner invitations (delivered to sponsor for distribution/mailing)
• One full-page advertisement in the digital dinner program book
• Category and stage recognition during dinner and silent auction
• Company Name placed on signage at your table

PLATINUM SPONSOR
$15,000+

Advertising
• Logo placement on all official signage at Dinner and Pre-events, listed as “Platinum Sponsor”
• Logo placement on all formal printed invitations that are mailed to HRC members and major donors, listed as “Platinum Sponsor”
• Logo on all media and marketing (print, magazine, collateral, billboards, TV, radio, etc.)

Dinner
• Twenty tickets (two full tables) to the Equality Dinner in Premier Seating
• Twenty formal invitations delivered to the sponsor for distribution
• Two full-page color advertisements in our digital dinner program book, with one in premier placement also to be shared on social media
• Company Name placed on signage at your tables
• One-minute self-produced commercial to be played during the dinner service and shared on our local social media

GOLD SPONSOR
$12,500+

Advertising
• Logo placement on all official signage at Dinner and Pre-events, listed as “Gold Sponsor”
• Logo placement on all formal printed invitations that are mailed to HRC members and major donors, listed as “Gold Sponsor”
• Logo on all media and marketing (print, magazine, collateral, billboards, TV, radio, etc.)

Dinner
• Twenty tickets (two full tables) to the Equality Dinner, one in Premier Seating
• Twenty formal dinner invitations (delivered to sponsor for distribution/mailing)
• One full-page advertisement in the digital dinner program book
• Category and stage recognition during dinner and silent auction
• Company Name placed on signage at your tables

SILVER SPONSOR
$10,000+

Advertising
• Logo placement on official signage at Dinner and Pre-events, listed as “Silver Sponsor”
• Logo placement on all formal printed invitations that are mailed to HRC members and major donors, listed as “Silver Sponsor”
• Logo on limited media and marketing (print, magazine, collateral, billboards, TV, radio, etc.)

Dinner
• Ten tickets (one full table) to the Equality Dinner
• Ten formal dinner invitations (delivered to sponsor for distribution/mailing)
• One full-page advertisement in the digital dinner program book
• Category and stage recognition during dinner and silent auction
• Company Name placed on signage at your table

TITANIUM SPONSOR
$3,000+

Advertising
• Logo placement on official signage at Dinner and Pre-events, listed as “Titanium Sponsor”
• Logo placement on all formal printed invitations that are mailed to HRC members and major donors, listed as “Titanium Sponsor”
• Logo on limited media and marketing (print, magazine, collateral, billboards, TV, radio, etc.)

Dinner
• Four tickets to the Equality Dinner
• Four formal dinner invitations (delivered to sponsor for distribution/mailing)
• One full-page advertisement in the digital dinner program book
• Category and stage recognition during dinner and silent auction
• Company Name placed on signage at your table
**2024 HRC NASHVILLE DINNER**

**CORPORATE SPONSORSHIP RESPONSE FORM**

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Presenting Sponsor at $25000</th>
<th>Platinum Sponsor at $15000</th>
<th>Gold Sponsor at $12500</th>
<th>Silver Sponsor at $10000</th>
<th>Bronze Sponsor at $5000</th>
<th>Titanium Sponsor at $3000</th>
<th>Additional Opportunities for Support</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>January Table Captain Party Sponsorship: $3,500</td>
<td>February Corporate Partners Celebration: $3,500</td>
<td>Self-produced display in the auction room: $3,000</td>
<td>Additional Table in Premier Seating: $5,000</td>
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<td></td>
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</tbody>
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Company/Organization Name (as it should appear in print format)

Primary Contact

Address (Street/Post Office Box Number)

City

State

ZIP

Business Phone

Alternate Phone

Email

Website URL

Representative

Signature

Date

**PAY BY CHECK**

Please make all checks payable to the Human Rights Campaign and send along with signed form to:

HRC Nashville Equality Dinner C/O Mike Wilkinson 1640 Rhode Island Ave NW Washington, DC 20036

Check Number: ___________

**PAY BY CREDIT CARD**

Please fax this completed form to 202-239-4217, contact mike.wilkinson@hrc.org for questions about credit card payments.

Card Brand (American Express, Visa, Mastercard, Discover)

Name on Card

Card No.

Expiration Date

Security Code

Billing Zip Code

Signature

If you have questions or need local assistance, please contact:

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