

# RISE

CORPORATE  
PARTNERSHIP

**RISE UP.  
ONLY TOGETHER  
WE WIN  
THE 37TH  
ANNUAL HRC  
NEW ENGLAND  
DINNER  
11.17.2018  
SEAPORT HOTEL  
WORLD TRADE  
CENTER  
BOSTON, MA**



HUMAN  
RIGHTS  
CAMPAIGN®

# RISE FOR YOUR...



## EMPLOYEES

who want to thrive in an inclusive work environment.



## CUSTOMERS

who want to know that your corporate values align with theirs.



## COMMUNITY

which relies on the tone you set for the rest of the world.

**3%+**

**LGBTQ** inclusive companies do better in the financial markets.

Companies that supported LGBTQ employees have outperformed a global index by 3% annually over the past 6 YEARS

SOURCE: CREDIT SUISSE

**71%**

**LGBTQ** inclusive companies attract and retain top talent.

71% of allies say that they are more likely to accept a job at a company that is supportive of LGBTQ employees than one that is not supportive

SOURCE: CENTER FOR TALENT INNOVATION

**\$3.7T**

**LGBTQ** inclusive companies have the potential to attract a large buyer base.

LGBTQ buying power is estimated at \$3.7 trillion

SOURCE: 2015 LGBT CAPITAL

**82%**

**LGBTQ** inclusive companies win the business and loyalty of consumers.

LGBTQ individuals are 82% more likely to purchase good/services from a company that supports LGBTQ equality

SOURCE: CENTER FOR TALENT INNOVATION

# HRC CORPORATE SPONSORSHIP: ARE YOU READY?

**RISE**

**HUMAN RIGHTS CAMPAIGN**

## RISE: IT STARTS WITH YOU

On the heels of this most recent election, the focus on diversity and inclusion has become critically important, especially in our workplaces. Our corporate partners have the power to set a tone across our country that we are united in the belief that equality for all is a fundamental, human right.

Your visible and unwavering support of HRC helps us do what we do every day for the LGBTQ community, but also sends a strong message locally, nationally and globally about what your company values most – the people it employs and serves.

**These companies have risen up to demonstrate a commitment to their employees, customers, communities through an HRC Partnership.**

### HRC NATIONAL CORPORATE PARTNERS

#### PLATINUM

Accenture  
American Airlines  
Apple  
The Coca-Cola Company  
Diageo/Ketel one  
Intel  
Lyft  
Microsoft  
Mitchell Gold + Bob Williams  
Nationwide  
Northrop Grumman  
Target  
UPS

#### GOLD

Chevron  
Deloitte  
Lexus  
Pfizer  
Prudential  
West Elm/Williams  
Sonoma/Pottery Barn

#### SILVER

BP  
Citi  
Cox Enterprises  
EY  
Google  
Mastercard

#### SILVER Continued

MGM Resorts International  
Nike  
PepsiCo  
US Bank

#### BRONZE

Amazon  
Ameriprise Financial  
Boston Scientific  
Captial One  
Cargill  
Dell  
Goldman Sachs Guardian  
Hershey  
IBM  
Lincoln Financial Group  
Macy's, Inc.  
Morgan Stanley  
Orbitz  
Replacements, Ltd  
Shell  
Starbucks  
Symantec  
TD Bank  
Tylenol  
UBS  
Whirlpool

### 2017 HRC NEW ENGLAND CORPORATE PARTNERS

#### PRESENTING

Dell  
Eastern Bank  
Liberty Mutual

#### PLATINUM

Harvard Pilgrim  
Health Care

#### DIAMOND

Biogen

#### AFTER PARTY

CVS Health

#### GOLD

Morgan Stanley  
Partners Healthcare  
Shire

#### SILVER

5 Star Travel Services  
Rockland Trust  
State Street  
Sun Life Financial

#### BRONZE

Blue Cross Blue Shield  
Citizens Bank  
Hasbro  
IVF New England John  
Hancock  
Ocean Spray  
TD Bank  
Tufts Health Plan  
Trip Advisor  
Vertex

#### MEDIA

Boston Spirit Magazine  
Color Magazine  
The Rainbow Times

# IT STARTS WITH YOU: WAYS TO RISE

**RISE**

**HUMAN RIGHTS CAMPAIGN**

## **DINNER OPPORTUNITIES**

### **CORPORATE PARTNERSHIPS**

Corporate Partnerships not only provide an opportunity for your company, organization, or group of friends to attend the Dinner, but also have additional benefits, including: marketing and advertising, advance entry, and table placement. There are many levels of partnership available, ranging from \$5,000 to \$30,000.

**For more information please email [copartners@hrcnewengland.org](mailto:copartners@hrcnewengland.org).**

### **TABLE CAPTAINS**

Table Captains are the heart of the HRC New England's attendance. Each Table Captain strives to fill a table of 12 by creating their own guest list. If you'd like to invite family, friends, and colleagues to sit at your table, 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 promotions and the official Program Book.

**If you would like to host a table, please email [tc@hrcnewengland.org](mailto:tc@hrcnewengland.org).**

### **AUCTION**

The Auction is an integral part of our annual Dinner. Auction donors are recognized on our website and in emailings to thousands of our local members. Silent Auction donors are also eligible for additional discounts on advertising opportunities should they choose to run an ad in the event Program Book.

**Please contact [auction@hrcnewengland.org](mailto:auction@hrcnewengland.org) for more information.**

### **PROGRAM BOOK**

The Program Book is a great way to have a lasting promotional effect on the Dinner attendees. It is provided to hundreds of guests at the event and includes the program agenda, listing of all supporters, and ads offering great promotional opportunities to the advertiser.

**For more information on advertising in the Program Book, please email [program@hrcnewengland.org](mailto:program@hrcnewengland.org).**

# THE HRC NEW ENGLAND DINNER

RISE

HUMAN  
RIGHTS  
CAMPAIGN

## THE HUMAN RIGHTS CAMPAIGN

We are a nonpartisan organization working at both the federal and state levels, representing a grassroots force of more than 1.5 million members and supporters nationwide. As the country's largest lesbian, gay, bisexual, transgender, and queer (LGBTQ) civil rights organization, HRC envisions an America where LGBTQ people are ensured of their basic civil 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.

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 for companies to achieve this goal.

HRC's New England Dinner, encompasses the entirety of New England including Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont, and provides significant funding to the nation's largest civil rights organization working to achieve lesbian, gay, bisexual, transgender, and queer equality. With over 700 guests, the HRC New England Dinner highlights issues most important to the LGBTQ community and inspires our supporters to take action.

**We invite you to become a sponsor of the prestigious 37th Annual HRC New England Dinner on Saturday, November 17, 2018 at The Seaport World Trade Center in Boston, MA.**

**“ As Americans we’ve got a personal responsibility to change this country person by person, kind word by kind word.”** CHAD GRIFFIN, HRC PRESIDENT

# IT STARTS WITH YOU: WAYS TO RISE

THE 37TH ANNUAL HRC NEW ENGLAND DINNER | 11.17.2018 SEAPORT HOTEL WORLD TRADE CENTER BOSTON, MA

	PRESENTING	VIP RECEPTION	PLATINUM	AUCTION SPONSOR	DIAMOND	AFTER PARTY	GOLD	SILVER	BRONZE
	\$30,000	\$24,750	\$22,500	\$16,500	\$15,000	\$12,000	\$10,000	\$7,500	\$5,000
DINNER TICKETS	24	18	18	12	12	8	8	6	4
VIP RECEPTION TICKETS	24	18	18	12	12				
YEAR ROUND LISTING ON HRC NEW ENGLAND WEBSITE	•	•	•	•	•	•	•	•	•
SOCIAL MEDIA ANNOUNCEMENT	•	•	•	•	•	•	•	•	•
CORPORATE SPONSOR RECOGNITION VIDEO	•	•	•	•	•	•	•	•	•
LOGO PLACEMENT ON DINNER MATERIALS	•	•	•	•	•	•	•	•	•
EXCLUSIVE NAMED SPONSORSHIP	•	•		•		•			
PREMIUM TABLE PLACEMENT	•	•	•	•	•				
COMPLIMENTARY BRANDED ITEM AT EACH SEAT	•		•						
CORPORATE VIDEOSPOTLIGHT	•		•						
LOGO ON STEP & REPEAT	•								
GOBO LOGO DISPLAY	•								
SPEAKING OPPORTUNITY AT SPRING 2019 CORPORATE EVENT	•								
LOGO PLACEMENT ON BIDPAL APP				•					
SPEAKING AT RECEPTION		•							
PROGRAM BOOK	FULL PAGE PREMIUM PLACEMENT COLOR	FULL PAGE COLOR	FULL PAGE COLOR	FULL PAGE COLOR	FULL PAGE COLOR	FULL PAGE BLACK & WHITE	FULL PAGE BLACK & WHITE	HALF PAGE BLACK & WHITE	QUARTER PAGE BLACK & WHITE

## TIMELINES & AD GUIDELINES

HRC Corporate Partnerships are accepted throughout the year, with deadlines associated with the 2018 Dinner are as described below:

- Partnership applications submitted to [copartners@hrcnewengland.org](mailto:copartners@hrcnewengland.org) by **August 15, 2018** for the Dinner invitations/promotional efforts (must submit logo with application)
- Partnership applications are due to [copartners@hrcnewengland.org](mailto:copartners@hrcnewengland.org) by **October 12, 2018** to be included in event signage and video screens at the Dinner.
- Advertisement/artwork is due to [copartners@hrcnewengland.org](mailto:copartners@hrcnewengland.org) by **October 12, 2018**

\*PLEASE SEE PAGE 12 FOR DETAILED PAGE AND LAYOUT INFORMATION.

# IT STARTS WITH YOU: WAYS TO RISE

**RISE**

**HUMAN RIGHTS CAMPAIGN**

LEVEL	INVESTMENT	TICKETS	DESCRIPTION
<b>PRESENTING</b>	<b>\$30,000</b>	<b>24</b>	<p><b>24 GUEST SEATS OR 2 TABLES</b></p> <p>Exclusive naming rights to 37th Annual Dinner &amp; Auction</p> <p>Exclusive industry representation</p> <p>Exclusive logo placement on step &amp; repeat photo opportunity banner &amp; exclusive Gobo logo display at venue</p> <p>Additional seats available at individual ticket price of \$275</p> <p>1 minute standalone corporate video spotlight presented during Dinner program under HRC discretion</p> <p>Exclusive option to place a complimentary, branded item at each seat</p> <p>Premium table placement</p> <p>Full page, premium placement, color ad in program book &amp; logo on all 2018 HRC New England Dinner materials</p> <p>Entry to VIP reception &amp; silent auction preview for dinner guests</p> <p>Verbal and logo acknowledgment at dinner sponsorship</p> <p>Logo placement in corporate sponsor recognition video</p> <p>Announcement on social media outlets</p> <p>Year-round sponsorship listing on HRC New England website with link to your website</p> <p>Speaking opportunity at Spring 2019 Corporate Event</p>
<b>VIP RECEPTION</b>	<b>\$24,750</b>	<b>18</b>	<p><b>18 GUEST SEATS (12 SEAT TABLE)</b></p> <p>The VIP Reception is an exclusive cocktail party directly preceding the Dinner program open to HRC major donors, special invited guests, speakers and performers, and guests of the Presenting, Platinum, VIP Reception and Diamond Corporate Partnerships.</p> <p>Exclusive naming rights to VIP Reception</p> <p>Exclusive opportunity to speak at the VIP Reception</p> <p>Round-up and/or additional seats available at individual ticket price of \$275</p> <p>Premium table placement</p> <p>Full page, color ad in program book</p> <p>Logo on all 2018 HRC New England Dinner materials</p> <p>Entry to VIP reception &amp; silent auction preview for dinner guests</p> <p>Verbal and logo acknowledgment at dinner sponsorship</p> <p>Logo placement in corporate sponsor recognition video</p> <p>Announcement on social media outlets</p> <p>Year-round sponsorship listing on HRC New England website with link to your website</p>

# IT STARTS WITH YOU: WAYS TO RISE

**RISE**

**HUMAN RIGHTS CAMPAIGN**

LEVEL	INVESTMENT	TICKETS	DESCRIPTION
<b>PLATINUM</b>	<b>\$22,500</b>	<b>18</b>	<p><b>18 GUEST SEATS (12 SEAT TABLE)</b></p> <p>Round-up and/or additional seats available at individual ticket price of \$275</p> <p>30 second standalone corporate video spotlight presented during the Dinner program under HRC discretion</p> <p>Exclusive option to place a complimentary, branded item at each seat</p> <p>Premium table placement</p> <p>Full page, color ad in program book</p> <p>Logo on all 2018 HRC New England Dinner materials</p> <p>Entry to VIP reception &amp; silent auction preview for dinner guests</p> <p>Verbal and logo acknowledgment at dinner sponsorship</p> <p>Logo placement in corporate sponsor recognition video</p> <p>Announcement on social media outlets</p> <p>Year-round sponsorship listing on HRC New England website with link to your website</p>
<b>AUCTION SPONSOR</b>	<b>\$16,500</b>	<b>12</b>	<p><b>12 GUEST SEATS (12 SEAT TABLE)</b></p> <p>The Silent &amp; Live Auction is a major highlight of the HRC New England Dinner where all guests are invited to bid on a variety of experiences, from one-of-a-kind products, unique memorabilia, and travel. Collaborate with our Auction team on highlighting your company's support for HRC.</p> <p>Exclusive naming rights to silent auction</p> <p>Exclusive logo placement on BidPal, the smartphone application for auction bidding</p> <p>Additional seats available at individual ticket price of \$275</p> <p>Premium table placement</p> <p>Full page, color ad in program book</p> <p>Logo on all 2018 HRC New England Dinner materials</p> <p>Entry to VIP reception &amp; silent auction preview for dinner guests</p> <p>Verbal and logo acknowledgment at dinner sponsorship</p> <p>Logo placement in corporate sponsor recognition video</p> <p>Announcement on social media outlets</p> <p>Year-round sponsorship listing on HRC New England website with link to your website</p>



# IT STARTS WITH YOU: WAYS TO RISE

**RISE**

**HUMAN RIGHTS CAMPAIGN**

LEVEL	INVESTMENT	TICKETS	DESCRIPTION
<b>DIAMOND</b>	<b>\$15,000</b>	<b>12</b>	<p><b>12 GUEST SEATS (12 SEAT TABLE)</b></p> <p>Additional seats available at individual ticket price of \$275</p> <p>Premium table placement</p> <p>Full page, color ad in program book</p> <p>Logo on all 2018 HRC New England Dinner materials</p> <p>Entry to VIP reception &amp; silent auction preview for dinner guests</p> <p>Verbal and logo acknowledgment at dinner sponsorship Logo placement in corporate sponsor recognition video</p> <p>Announcement on social media outlets</p> <p>Year-round sponsorship listing on HRC New England website with link to your website</p>
<b>AFTER PARTY</b>	<b>\$12,000</b>	<b>8</b>	<p><b>8 GUEST SEATS (12 SEAT TABLE)</b></p> <p>The After Party is open to all Dinner guests following the formal Dinner program. Dancing to renowned local DJs, photo-booths and other surprise activities will entertain our guest and cap an amazing evening. Add your company's brand, energy and ideas to the fun!</p> <p>Exclusive naming rights to the after-party</p> <p>Exclusive logo placement on materials advertising the After-Party</p> <p>Round-up and/or additional seats available at individual ticket price of \$275</p> <p>Full page, black &amp; white ad in program book</p> <p>Logo on all 2018 HRC New England Dinner materials</p> <p>Verbal and logo acknowledgment at Dinner Sponsorship</p> <p>Logo placement in corporate sponsor recognition video</p> <p>Announcement on social media outlets</p> <p>Year-round sponsorship listing on HRC New England website with link to your website</p>

# IT STARTS WITH YOU: WAYS TO RISE

**RISE**

**HUMAN RIGHTS CAMPAIGN**

LEVEL	INVESTMENT	TICKETS	DESCRIPTION
<b>GOLD</b>	<b>\$10,000</b>	<b>8</b>	<p><b>8 GUEST SEATS (12 SEAT TABLE)</b></p> <p>Round-up and/or additional seats available at individual ticket price of \$275</p> <p>Full page, black &amp; white ad in program book</p> <p>Logo on all 2018 HRC New England Dinner materials</p> <p>Verbal and logo acknowledgment at Dinner Sponsorship</p> <p>Logo placement in corporate sponsor recognition video</p> <p>Announcement on social media outlets</p> <p>Year-round sponsorship listing on HRC New England website with link to your website</p>
<b>SILVER</b>	<b>\$7,500</b>	<b>6</b>	<p><b>6 GUEST SEATS (12 SEAT TABLE)</b></p> <p>Round-up and/or additional seats available at individual ticket price of \$275</p> <p>Half page, black &amp; white ad in program book</p> <p>Logo on all 2018 HRC New England Dinner materials</p> <p>Verbal and logo acknowledgment at Dinner Sponsorship</p> <p>Logo placement in corporate sponsor recognition video</p> <p>Announcement on social media outlets</p> <p>Year-round sponsorship listing on HRC New England website with link to your website</p>
<b>BRONZE</b>	<b>\$5,000</b>	<b>4</b>	<p><b>4 GUEST SEATS (12 SEAT TABLE)</b></p> <p>Round-up and/or additional seats available at individual ticket price of \$275</p> <p>Quarter page, black &amp; white ad in program book</p> <p>Logo on all 2018 HRC New England Dinner materials</p> <p>Verbal and logo acknowledgment at Dinner Sponsorship</p> <p>Logo placement in corporate sponsor recognition video</p> <p>Announcement on social media outlets</p> <p>Year-round sponsorship listing on HRC New England website with link to your website</p>

# IT STARTS WITH YOU: WAYS TO RISE

RISE

HUMAN RIGHTS CAMPAIGN

## CONTACT INFORMATION

Company Listed As: \_\_\_\_\_

Primary Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Email: \_\_\_\_\_ Web site (URL): \_\_\_\_\_

As part of our partnership, the HRC Dinner 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: \_\_\_\_\_

Tell the world: "Why is it important to support HRC?" - if you'd like to submit 25 words or less on why your involvement with HRC is important, our team will share on social media as a means to promote your involvement.

## Why is it important to support HRC?

## PARTNER INFORMATION

I agree to support the 2018 HRC New England Dinner at the following level:

Presenting Sponsor— \$30,000

Auction Sponsor - \$16,500

Gold - \$10,000

VIP Reception \$24,750

Diamond - \$15,000

Silver - \$7,500

Platinum - \$22,500

After-Party - \$12,000

Bronze - \$5,000

Please share more information about opportunities to partner with HRC New England on local events throughout the year, including event sponsorship and corporate volunteer team opportunities

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Title: \_\_\_\_\_ Total Amount to be Charged: \_\_\_\_\_

Payment in full (check or credit card) is requested with your signed Partnership Agreement Form.

Payment Enclosed — Please mail check to:

**Mike Wilkinson, Event Manager | Human Rights Campaign | 1640 Rhode Island Ave., NW | Washington, DC 20036**

Invoice Requested — Invoice will be sent to contact listed above. Please mail check to address listed above.

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: [copartners@hrcnewengland.org](mailto:copartners@hrcnewengland.org)

You may also fax completed form to: 202. 239.4217 ATTN: Mike Wilkinson

All payments must be received by **OCTOBER 15, 2018**

# IT STARTS WITH YOU: WAYS TO RISE

# RISE

HUMAN RIGHTS CAMPAIGN

## FILE FORMATS

We accept the following file formats for ad submissions: .EPS, .AI, .PDF, or high-resolution .TIF (300 dpi or more at size). We are unable to accept ads in other formats. Please observe the following details when preparing your files.

## AD SIZES & SETTINGS

Ads must be sized correctly for our grid; incorrectly sized ads will be adjusted to fit, if they reasonably can be, or returned for resubmission at the correct size. Ad sizes should be as shown on the this page, and prepared with crop marks and a 0.25" bleed.

## FONTS

All fonts must be embedded. Missing fonts will cause printing problems; ads with missing fonts will be returned for re-submission. We recommend against stylizing text with 'false' bolds or italics, as this can cause unpredictable results on press. The best way to make sure there will be no font problems is to convert all type in the ad to outlines/curves/paths. Minimum font size for black text should be 6 points; colored text should be at least 12 points; white text on a dark background should be at least 10 points.

## COLOR

All ads must be in grayscale, bitmapped or black-only formats. Any color found in black and white ads will be converted which could cause unpredictable results.

## RESOLUTION

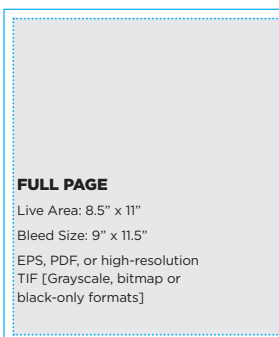
Resolution on images in ads should be 300 dpi at print size; lower resolutions will produce poor results. Graphics pulled from the internet are low-resolution files designed for screen viewing, and are not suitable for print advertising.

## SUBMISSION

Email submission is preferred; 5Mb is the maximum size foremail attachments. Larger files may be compressed (.zip), or may be submitted by uploading to a server and providing a download link. (File sharing servers are available online such as sharefile, yousendit or sendspace.)

## DISCLAIMER

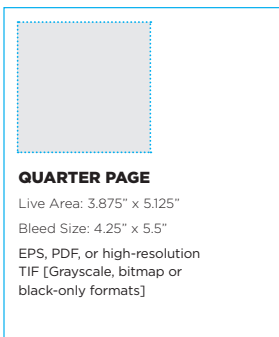
Files not created according to the above mechanical requirements will be modified or returned for resubmission, at the discretion of the production staff. We cannot be responsible for deadlines missed because of incorrectly submitted ad files.



**FULL PAGE**  
Live Area: 8.5" x 11"  
Bleed Size: 9" x 11.5"  
EPS, PDF, or high-resolution TIF [Grayscale, bitmap or black-only formats]



**HALF PAGE**  
Live Area: 8" x 5.125"  
No Bleed  
EPS, PDF, or high-resolution TIF [Grayscale, bitmap or black-only formats]



**QUARTER PAGE**  
Live Area: 3.875" x 5.125"  
Bleed Size: 4.25" x 5.5"  
EPS, PDF, or high-resolution TIF [Grayscale, bitmap or black-only formats]

## HRC NEW ENGLAND CORPORATE COMMITTEE

### CORPORATE PARTNERSHIP CO-CHAIRS

**Neil Berenson**  
617.966.4877  
copartners@hrcnewengland.org

**Judy Sunblade**  
617.869.1926  
copartners@hrcnewengland.org

### EVENT MANAGER

**Mike Wilkinson**  
Deputy Director of Events  
202. 423.2875  
mike.wilkinson@hrc.org  
Fax: 202. 239.4217  
Human Rights Campaign  
1640 Rhode Island Avenue, NW  
Washington, DC 20036