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

LEARN MORE AT WWW.HRCNEWENGLAND.ORG | 2
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 CORPORATE SPONSORSHIP: ARE YOU READY?

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 EIm/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
- Dell
- Eastern Bank
- Liberty Mutual

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

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.

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.

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 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.
THE HUMAN RIGHTS CAMPAIGN

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 |
|---|---|---|---|---|---|---|---|
| Dinner Tickets | 24 | 18 | 18 | 12 | 12 | 8 | 8 | 6 | 4 |
| VIP Reception Tickets | 24 | 18 | 18 | 12 | 12 |

<table>
<thead>
<tr>
<th>Year Round Listing on HRC New England Website</th>
<th>Social Media Announcement</th>
<th>Corporate Sponsor Recognition Video</th>
<th>Logo Placement on Dinner Materials</th>
<th>Exclusive Named Sponsorship</th>
<th>Premium Table Placement</th>
<th>Complimentary Branded Item at Each Seat</th>
<th>Corporate Video Spotlight</th>
<th>Logo on Step &amp; Repeat</th>
<th>Gobo Logo Display</th>
<th>Speaking Opportunity at Spring 2019 Corporate Event</th>
<th>Logo Placement on BidPal App</th>
<th>Speaking at Reception</th>
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<tr>
<th>Program Book</th>
<th>Full Page Premium Placement Color</th>
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<th>Full Page Color</th>
<th>Full Page Black &amp; White</th>
<th>Full Page Black &amp; White</th>
<th>Half Page Black &amp; White</th>
<th>Quarter Page Black &amp; White</th>
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### Timelines & Ad Guidelines

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

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

*PLEASE SEE PAGE 12 FOR DETAILED PAGE AND LAYOUT INFORMATION.*
## IT STARTS WITH YOU: WAYS TO RISE

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<th>LEVEL</th>
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</table>
| **PRESENTING**    | $30,000    | 24      | **24 GUEST SEATS OR 2 TABLES**  
Exclusive naming rights to 37th Annual Dinner & Auction  
Exclusive industry representation  
Exclusive logo placement on step & repeat photo opportunity banner & exclusive Gobo logo display at venue  
Additional seats available at individual ticket price of $275  
1 minute standalone corporate video spotlight presented during Dinner program under HRC discretion  
Exclusive option to place a complimentary, branded item at each seat  
Premium table placement  
Full page, premium placement, color ad in program book & logo on all 2018 HRC New England Dinner materials  
Enter to VIP reception & silent auction preview for dinner guests  
Verbal and logo acknowledgment at dinner sponsorship  
Logo placement in corporate sponsor recognition video  
Announcement on social media outlets  
Year-round sponsorship listing on HRC New England website with link to your website  
Speaking opportunity at Spring 2019 Corporate Event |
| **VIP RECEPTION** | $24,750    | 18      | **18 GUEST SEATS (12 SEAT TABLE)**  
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.  
Exclusive naming rights to VIP Reception  
Exclusive opportunity to speak at the VIP Reception  
Round-up and/or additional seats available at individual ticket price of $275  
Premium table placement  
Full page, color ad in program book  
Logo on all 2018 HRC New England Dinner materials  
Enter to VIP reception & silent auction preview for dinner guests  
Verbal and logo acknowledgment at dinner sponsorship  
Logo placement in corporate sponsor recognition video  
Announcement on social media outlets  
Year-round sponsorship listing on HRC New England website with link to your website |
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<td>PLATINUM</td>
<td>$22,500</td>
<td>18</td>
<td>18 GUEST SEATS (12 SEAT TABLE)</td>
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<td>Round-up and/or additional seats available at individual ticket price of $275</td>
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<td>30 second standalone corporate video spotlight presented during the Dinner program under HRC discretion</td>
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<td>Exclusive option to place a complimentary, branded item at each seat</td>
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<td>Premium table placement</td>
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<td>Full page, color ad in program book</td>
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<td>Logo on all 2018 HRC New England Dinner materials</td>
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<td>Entry to VIP reception &amp; silent auction preview for dinner guests</td>
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<td>Verbal and logo acknowledgment at dinner sponsorship</td>
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<td>Year-round sponsorship listing on HRC New England website with link to your website</td>
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<p>| AUCTION SPONSOR | $16,500 | 12 | 12 GUEST SEATS (12 SEAT TABLE) | 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. |
|                 |         |    |                                 | Exclusive naming rights to silent auction |
|                 |         |    |                                 | Exclusive logo placement on BidPal, the smartphone application for auction bidding |
|                 |         |    |                                 | Additional seats available at individual ticket price of $275 |
|                 |         |    |                                 | Premium table placement |
|                 |         |    |                                 | Full page, color ad in program book |
|                 |         |    |                                 | Logo on all 2018 HRC New England Dinner materials |
|                 |         |    |                                 | Entry to VIP reception &amp; silent auction preview for dinner guests |
|                 |         |    |                                 | Verbal and logo acknowledgment at dinner sponsorship |
|                 |         |    |                                 | Logo placement in corporate sponsor recognition video |
|                 |         |    |                                 | Announcement on social media outlets |
|                 |         |    |                                 | Year-round sponsorship listing on HRC New England website with link to your website |</p>
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<tr>
<td>DIAMOND</td>
<td>$15,000</td>
<td>12</td>
<td><strong>12 GUEST SEATS (12 SEAT TABLE)</strong></td>
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<td>Additional seats available at individual ticket price of $275</td>
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<td>Premium table placement</td>
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<td>Year-round sponsorship listing on HRC New England website with link to your website</td>
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<tr>
<td>AFTER PARTY</td>
<td>$12,000</td>
<td>8</td>
<td><strong>8 GUEST SEATS (12 SEAT TABLE)</strong></td>
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<td>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!</td>
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<td>Exclusive naming rights to the after-party</td>
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<td>Exclusive logo placement on materials advertising the After-Party</td>
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<td>Round-up and/or additional seats available at individual ticket price of $275</td>
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<td>Full page, black &amp; white ad in program book</td>
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<td>Verbal and logo acknowledgment at Dinner Sponsorship</td>
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<td>Logo placement in corporate sponsor recognition video</td>
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## IT STARTS WITH YOU: WAYS TO RISE

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

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

All payments must be received by OCTOBER 15, 2018
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 for email 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@hrccnewengland.org

Judy Sunblade
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copartners@hrccnewengland.org

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

LEARN MORE AT WWW.HRCNEWENGLAND.ORG | 12