

# 2010

**The 29th Annual HRC**

**New England Dinner**

Saturday, November 13, 2010

The Hynes Convention Center,  
Boston, Massachusetts



**HUMAN  
RIGHTS  
CAMPAIGN**

## **Corporate Sponsorship Opportunities**

Sponsorship provides a great opportunity to present your advertising message and to show your support to the hundreds of people in attendance.

**JOIN US IN 2010**

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## **The Human Rights Campaign Mission**

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**HRC envisions an America where all LGBT people are ensured equality and are embraced as full members of the American family at home, at work and in every community.**

### **A Powerful Vision for Equality**

HRC seeks to improve the lives of LGBT Americans by advocating for equal rights and benefits in the workplace, ensuring 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 LGBT individuals and families at the federal and state levels by lobbying elected officials, mobilizing grassroots supporters, educating Americans, investing strategically to elect fair-minded officials, and partnering with other LGBT organizations. The Human Rights Campaign represents a grassroots force of more than 750,000 supporters nationwide.

### **HRC Boston Vision**

Our vision is an American society of equality in which all individuals, families and communities are secure, authentic and empowered.

### **The Human Rights Campaign in Action**

- Protecting LGBT families
- Repealing Don't Ask, Don't Tell
- Ending workplace discrimination based on sexual orientation and gender identity
- Opposing attempts to use the U.S. and state constitutions to discriminate against LGBT families
- Addressing health issues and HIV/AIDS prevention, treatment funding, and research
- Advancing understanding of issues relevant to the LGBT community

For more information on any of these important initiatives or other aspects of HRC's groundbreaking work, please visit [www.hrc.org](http://www.hrc.org)

**HRC's high-profile events and communication tools in New England represent the single most effective way to showcase your support for diversity and the people who fight for equality.**

### **A Partnership with HRC New England will help you:**

- Build business support within the dynamic, professional, LGBT market
- Develop a marketing connection and relationship with a brand-loyal audience
- Send a positive message to your LGBT employees and customers
- Make a statement on diversity, inclusion and fair-mindedness
- Create exposure to over 70,000 HRC New England Members

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## **Reach Your Audience**

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**99% of all U.S. counties have lesbian and gay couples<sup>1</sup>**

**80% of HRC members have a Bachelor's degree or higher<sup>1</sup>**

**77% switched brands to companies with a positive stance towards gays<sup>2</sup>**

**71% of HRC members own their residence<sup>3</sup>**

**70% of LGBT consumers are extremely or very likely to consider brands that are known to provide equal workplace benefits for their employees including LGBT workers<sup>3</sup>**

**53% of HRC households have income exceeding \$75,000<sup>1</sup>**

**51% of LGBT consumers are extremely or very likely to consider brands that support causes important to LGBT consumers<sup>3</sup>**

<sup>1</sup> United States Census (2000)

<sup>2</sup> Witeck-Combs and HPOL data 2004, 2000

<sup>3</sup> HRC Quarterly Survey, 2007

## **29<sup>th</sup> Annual HRC New England Dinner Gala**

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**Saturday, November 13, 2010**

**Hynes Convention Center, Boston**

Approximately 800 attendees are expected, and attendance at recent dinners continue to rise. This annual fundraiser is the highlight of the year and one of the largest LGBT events in the New England area each year.

Attendees include prominent members of the New England LGBT community, HRC members, high-level donors, community and business leaders; federal, state, and local elected officials; sponsor representatives; and family, friends, and supporters of the LGBT community.

Past HRC New England speakers have included the late Senator Edward M. Kennedy, Massachusetts Governor Deval Patrick, Maine Governor Michael Baldacci, and Judy Shepherd.

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## Sponsorship Levels and Benefits

### Presenting \$30,000

### Platinum \$15,000

### Diamond \$10,000

### Gold \$7,500

### Silver \$5,000

### Bronze \$3,000

#### Presenting \$30,000

- Premier position of your company name with event name *HRC New England Dinner Gala presented by (your company name)*
- Opportunity to give a brief (2-3 minutes) welcome to guests from stage during dinner program
- Twenty tickets to dinner and VIP reception
- Premier table location
- Logo with link to page of your choice on HRC New England Dinner website
- Logo on all dinner materials, including invitation and event signage
- Full-page program book recognition page with back cover placement
- Listing on pre-event mailers and advertisements
- Verbal and logo acknowledgement at dinner and all HRC New England events throughout the year
- Invitation to HRC New England special events throughout the year

#### Platinum \$15,000

- Sixteen tickets to dinner and VIP reception with round-out table option\*
- Premier table location
- Full-page program book recognition page with premier placement
- Logo with link to page of your choice on HRC New England Dinner website
- Logo on all dinner materials, including invitation and event signage
- Verbal and logo acknowledgement at dinner and all HRC New England events throughout the year
- Invitation to HRC New England special events throughout the year

#### Diamond \$10,000

- Ten tickets to dinner and VIP reception
- Priority table location
- Full-page program book recognition page with priority placement
- Logo with link to page of your choice on HRC New England Dinner website
- Logo listing in all dinner materials, including invitation and event signage
- Logo acknowledgement at dinner and all HRC New England events throughout the year
- Verbal recognition at dinner

#### Gold \$7,500

- Eight tickets to dinner with round-out table option\*
- Full-page program book recognition page
- Logo with link to page of your choice on HRC New England Dinner website
- Company listing in all dinner materials, including invitation and event signage
- Logo acknowledgement at dinner and all HRC New England events throughout the year
- Verbal recognition at dinner

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## Sponsorship Levels and Benefits

### Silver \$5,000

- Six tickets to dinner with round-out table option\*
- Half-page program book recognition page
- Logo on HRC New England Dinner website
- Company listing in all dinner materials, including event signage
- Verbal recognition at dinner

### Bronze \$3,000

- Four tickets to dinner with round-out table option\*
- Quarter-page program book recognition page
- Listing on HRC New England Dinner website
- Company listing in all dinner materials, including event signage
- Verbal recognition at dinner

\*Round-out Table Option: This sponsor benefit enables sponsors to purchase the remaining tickets at your table.

\*\*Program Book Upgrade: Sponsors wishing to upgrade your Program Book presence may do so for \$500/level.  
Quarter to Half (\$500)/Quarter to Full (\$1,000)/Half to Full (\$500)

## Many Thanks to our 2009 HRC Dinner Gala Sponsors

### Platinum:

Comcast  
Staples

### Gold:

Stop & Shop

### Bronze:

Harvard Pilgrim Health Plan  
MassEquality  
Reproductive Science Center of New England  
Wainwright Bank

### Diamond:

Accenture  
Bank of America  
Bank of New York Mellon  
CVS Caremark  
Liberty Mutual  
Verizon

### Silver:

Ocean Spray  
Partners Healthcare  
Raytheon  
State Street Corporation  
Sun Life Financial  
Blue Cross Blue Shield of Massachusetts

### Dinner Sponsorship Benefits Summary

	Personalized welcome message to dinner attendees	Complimentary Tickets	VIP reception Tickets	Premier/Priority Seating Location	Program Book Recognition Page	Logo on Dinner website	Logo on Dinner Materials and Invite	Listing on Dinner Materials and Invite	Verbal Acknowledgement at Dinner
Presenting	x	20	20	x	Back cover	x	x		x
Platinum		16	16	x	Full Page - Premium Location	x	x		x
Diamond		10	10	x	Full Page - Priority Placement	x	x		x
Gold		8			Full Page	x		x	x
Silver		6			Half Page	x		x	x
Bronze		4			Quarter Page			x	x

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**New Sponsorship Opportunities**

## **New This Year: VIP Reception/Silent Auction Sponsorship(Exclusive)**

**The Federal Club/Major Donor/VIP Reception and the HRC New England Silent Auction are integral parts of the evening's festivities each year. Both are prominently featured at the beginning of the event, and are high energy, high-touch opportunities for interaction with our most loyal supporters. We are providing a new exclusive sponsorship opportunity for these two "events within the event" this year.**

### **2010 Federal Club and Major Donor VIP Reception Sponsor**

The VIP Reception kicks off the annual gala evening with gathering donors, corporate sponsors, and HRC leaders. VIPs include Major Donors who contribute a minimum of \$5,000/year to belong to HRC's Federal Club Council, as well as Federal Club members who donate a minimum of \$1,200/year. Our top-tier Corporate Sponsors and HRC Boston and national leaders are also in attendance. Company leaders have the opportunity to welcome guests as they arrive and to circulate among guests during this one-hour event complete with appetizers, passed hors d'oeuvres, beer, wine, and an open bar option. The VIP Reception Sponsor has unique and distinct logo signage in the space, will be thanked during the verbal thank you as part of the Gala Dinner program, and will have access to the reception for all employees regardless of overall sponsorship level.

### **The 2010 HRC New England Silent Auction**

The 2010 HRC New England Silent Auction is a much-awaited annual event in the HRC community, always a highlight of the annual Dinner Gala. This "event within an event" takes place from registration through the close of dinner and exhibits an extraordinary array of items ranging from high-end travel to coveted works of art to experiences such as restaurant outings, evenings at the theater and spa treatments. Sponsoring the Silent Auction gives a company the opportunity to have exposure to attendees on a more personal, interactive level as guests peruse and select items and, as the evening proceeds, begin to compete for the privilege to be the high bidder. The Silent Auction has its own location, look and feel and offers the venue for unique sponsor signage and visibility during this Silent Auction event. The Silent Auction sponsor will be thanked at the start of the live auction and the verbal sponsorship acknowledgement during the Gala Dinner program.

**This amazing opportunity is available for \$15,000.**

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**New Sponsorship Opportunities**

## **Expand to Our LGBT Golf and Family Markets**

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**This year, we are proud to offer organizations the opportunity to become a true “Partner” with HRC New England. This partnership will provide your organization even greater exposure and reach throughout the year. There will be two additional events this year; The Drive to Equality: HRC New England Golf Tournament and the HRC Family Day at the Zoo.**

### **3<sup>rd</sup> Annual Drive to Equality: HRC New England Golf Tournament (August 16, Spring Valley Country Club, Sharon, MA)**

As it goes into its 3<sup>rd</sup> year, the HRC New England Drive to Equality has been met with great success. With players from throughout New England, this event has quickly become a sell-out event. Last year, through our network of HRC members and their relations within the golf and business community, we were able to attract some of the most affluent and influential members of the New England business community. Every indicator suggests we will do the same this year.

Eagle Sponsor: \$3,000

Birdie Sponsor: \$1,500

Hole Sponsor: \$250

Cart Sponsor: \$150

### **HRC Family Day at the Zoo (September 2010 - exact date TBD)**

HRC Family Day at the Zoo in conjunction with Zoo New England. LGBT families, friends, and supporters are encouraged to join in the fun. A memorable day filled with wonderful animals, children’s activities, and exclusive opportunities. Family activities include scavenger hunt, zoo-keeper led encounter with animals, sidewalk chalk drawing, and face-painting.

Presenting Sponsor (Exclusive): \$5,000

Partner Sponsor (Exclusive) \$2,500

Supporter Sponsor (Exclusive) \$1,000

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## **HRC Drive to Equality Golf Tournament Sponsor Benefits**

### **Eagle: \$3,000**

- Company name will be included in all tournament marketing/PR materials including pre-event emails, mailers and advertisements
- Company name will appear on the HRC New England Drive to Equality Golf Tournament website throughout the year
- Company logo will appear on an attractive 24" x 18" hole sign
- Promotional insert in the gift bag which will be given to each tournament participant
- Company logo will appear on an attractive sign on four carts
- Four player slots in the tournament at no added cost
- Recognition as a HRC New England Partner at the Annual HEC New England Dinner and listing in the Gala program book

### **Birdie Sponsor \$1,500**

- Company name will be included in all tournament marketing/PR materials including pre-event emails, mailers and advertisements
- Company name will appear on the HRC New England Drive to Equality Golf Tournament website throughout the year
- Company logo will appear on an attractive 24" x 18" hole sign
- Promotional insert in the gift bag which will be given to each tournament participant
- Company logo will appear on an attractive sign on two carts
- Two player slots in the tournament at no added cost
- Recognition as a HRC New England Partner at the Annual HEC New England Dinner and listing in the Gala program book

### **Hole Sponsor \$250**

- Company name will appear on an attractive 24" x 18" hole sign on selected hole. Priority of placement will be based on order of sponsorship commitment
- Promotional insert in the gift bag which will be given to each tournament participant
- Recognition as a HRC New England Platinum Partner at the Annual HEC New England Dinner and listing in the Gala Program Book

### **Cart Sponsor \$150**

- Company Logo will appear on an attractive sign on four carts
- Promotional insert in the gift bag which will be given to each tournament participant
- Recognition as a HRC New England Platinum Partner at the Annual HEC New England Dinner and listing in the Gala Program Book

*Positioning of company logo/name will be appropriate to its level of sponsorship*

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## **HRC Family Day at the Zoo Sponsor Benefits**

### **Presenting Sponsorship Benefit (Exclusive): \$5,000**

- The event promoted at HRC Family Day at the Zoo presented by (*Company Name*)
- Company name with appropriate Presenting Sponsor acknowledgment, included in all pre-event marketing/PR materials including (but not limited to) email blasts, ads, mailings, event flyers and recognition on HRC Boston's website
- Company name included in all day-of marketing materials and signage
- Opportunity for Company representative to speak at the event
- Opportunity for Company to provide bag/premium items to attendees
- Opportunity to leverage event as a volunteer/teamwork moment for company employees
- Opportunity to hang 2 Company banner(s) at event
- Recognition as a HRC New England Partner at the Annual HEC New England Dinner and listing in the Gala program book

### **Partner Sponsorship Benefit (Exclusive): \$2,500**

- Company name, with appropriate Partner Sponsor acknowledgement, included in all pre-event marketing/PR materials including (but not limited to) email blasts, ads, mailings, event flyers and recognition on HRC Boston's website
- Company name included in all day-of marketing materials and signage
- Opportunity for Company to provide bag/premium items to attendees
- Opportunity to leverage event as a volunteer/teamwork moment for company employees
- Opportunity to hang 1 Company banner [no larger than 4'x6'] at event
- Recognition as a HRC New England Partner at the Annual HEC New England Dinner and listing in the Gala program book

### **Supporter Sponsorship Benefit (Exclusive): \$1,000**

- Company name, with appropriate Supporter Sponsor acknowledgement, included in all pre-event marketing/PR materials including (but not limited to) email blasts, ads, mailings, event flyers and recognition on HRC Boston's website
- Company name included in all day-of marketing materials and signage
- Opportunity for Company to provide bag/premium items to attendees
- Opportunity to leverage event as a volunteer/teamwork moment for company employees
- Recognition as a HRC New England Partner at the Annual HEC New England Dinner and listing in the Gala program book

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## Annual and Community Events Sponsorship Agreement

**THANK YOU FOR YOUR SUPPORT of the 29th Annual Human Rights Campaign New England Dinner Gala. Human Rights Campaign is a 501(C)4 organization; contributions are therefore not tax-deductible as charitable contributions**

### Sponsorship Information

Company/Organization Name (as it should appear in print format):

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Primary Contact:

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Address:

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City:

State:

Zip:

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Business Telephone:

Alternate Phone:

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E-mail:

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Website URL:

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Signature:

Date:

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Please mark the appropriate level:

- Presenting (Exclusive) \$30,000
- Platinum \$15,000
- Diamond \$10,000
- Gold \$7,500
- Silver \$5,000
- Bronze \$3,000
- VIP Reception Sponsor (exclusive \$15,000)
- Program Book Page Upgrade
  - 1 Level (\$500/level)
  - 2 Levels (\$500/level)

Additional Dinner Tickets: \_\_\_ x 225 = \$ \_\_\_

Golf: Eagle Sponsor \$3,000

Golf: Birdie Sponsor \$1,500

Golf: Dinner Sponsor (Exclusive) \$500

Golf: Putting Green Sponsor \$500

Golf: Hole Sponsor \$250

Golf: Cart Sponsor \$150

Zoo: Presenting Sponsor (Exclusive) \$5,000

Zoo: Partner Sponsor (Exclusive) \$2,500

Zoo: Supporter Sponsor (Exclusive) \$1,000

Total Sponsorship \$ \_\_\_\_\_

### Payment Information and Terms

Payment in full (by check or credit card) is requested with your signed Sponsorship Agreement. If you wish to make an optional series of credit card payments or be billed by invoice, a copy of the Sponsorship Payment form must accompany this agreement.

A minimum payment equal to 25% of your sponsorship amount is due with your signed Sponsorship Agreement.

**All payments must be completed by October 22, 2009**

### Company Logo for Invitation

Presenting, Platinum, Diamond, Gold, and Silver Sponsors

- Logo should be submitted in both Black and White and color
- Logo should be submitted in high resolution (vector based .eps) format. If that is not available, we can accept .jpeg or .tiff as long as it is 300 dpi resolution.
- Logo should be "positive" (i.e. black text on white background)

**Logo should be submitted to MShura@fmd.com or mgardiner@hbsp.harvard.edu.**

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**Annual and Community Events Sponsorship Agreement**

## Four Easy Options for Sponsorship Payment

### Complete, Single Payment by Check

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

**Richard Gagliano**  
Event Manager  
Human Rights Campaign  
1640 Rhode Island Ave., NW  
Washington, DC 20036  
(p) 202-216-1586  
(e) richard.gagliano@hrc.org

### Partial Payment by Check

Your balance will be invoiced in 3 equal amounts, with final payment due by October 22, 2010. Please send your check along with your signed agreement and this form to Richard Gagliano (address above).

### Complete, Single Payment by Credit Card

Complete the credit card payment information below and fax your signed agreement and this form to Richard Gagliano, HRC New England Event Manager at (202) 423-2872.

### Partial Payment by Credit Card

Amount of initial charge:

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Your balance will be charged to your credit card in 3 equal amounts (and wherever possible, 3 different billing cycles), with final amount charged by October 22, 2010. Complete the credit card payment information below and fax your signed agreement and this form to Richard Gagliano, HRC New England Event Manager at (202) 423-2872.

### Credit Card Payment Information

American Express  Visa / Mastercard  Discover

Expiration date:

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Name on card:

-----  
Business Name:

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Billing Address:

-----  
Phone Number:

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Card number:

If you have any questions about sponsorship of the 2010 HRC New England Events, please contact Mark Shura (617) 620-3601 MShura@fmd.com or Matt Gardiner at (617) 519-6064 mgardiner@hbsp.harvard.edu, or any HRC Sponsorship team member at cs@hrcboston.org.

For additional copies of this downloadable form or access to additional Gala Dinner information, please visit [www.hrcboston.org](http://www.hrcboston.org). Follow us on Facebook and Twitter to hear about upcoming events and opportunities.

Sponsors will be added to the Website as they confirm. Additionally, sponsors will receive recognition through Facebook and Twitter as well.

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