

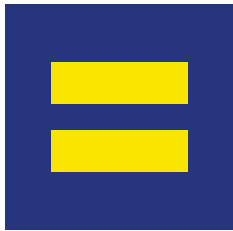
2011

The HRC New England

30th Anniversary Dinner Gala

Saturday, November 19, 2011

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 2011

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The Human Rights Campaign Mission

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 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**

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 1 million 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.

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.

The Human Rights Campaign In Action

- **Protecting LGBT families**
- **Implementing the repeal of 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**
- **Fighting for repeal of the Defense of Marriage Act**

For more information on any of these important initiatives or other aspects of HRC's groundbreaking work, please visit www.hrc.org.

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Reach Your Audience

99% of all U.S. counties have lesbian and gay couples¹

80% of HRC members have a Bachelor's degree or higher¹

77% switched brands to companies with a positive stance towards gays²

71% of HRC members own their residence³

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 workers³

51% of LGBT consumers are extremely or very likely to consider brands that support causes important to LGBT consumers³

53% of HRC households have income exceeding \$75,000¹

73% of HRC members have household income over \$50,000³

¹ United States Census (2000)

² Witeck-Combs and HPOL data 2004, 2000

³ HRC Quarterly Survey, 2007

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Approximately 800 attendees are expected, and attendance at recent dinners continues to rise. This annual fund-raiser 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, Chris Matthews and Judy Shepherd.

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Sponsorship Levels And Benefits

Presenting \$25,000

- » Premier position of your company name with event name HRC New England Dinner Gala presented by (your company name)
- » 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 signage
- » Full-page color program book recognition page with back cover placement
- » Logo on HRC New England Dinner website
- » Logo on all dinner materials including invitation and event signage
- » 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 color 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 on all dinner materials including invitation and event signage Logo acknowledgement at 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 event signage
- » Logo acknowledgement at all HRC New England events throughout the year
- » Verbal recognition at dinner

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 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.

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Sponsorship Benefit Summary

	Complimentary Tickets	VIP Reception Tickets	Premier Seating	Program Book Recognition Page	Logo on Dinner Web Site	Logo on Marketing Materials + Invite	Listing on Marketing Materials + Web Site	Acknowledgement at Dinner
Presenting	20	20	✓	Full Page Back Cover	✓	✓		✓
Platinum	16	16	✓	Full Page Premium Placement	✓	✓		✓
Diamond	10	10	✓	Full Page Priority Placement	✓		✓	✓
Silver	8			Full Page	✓		✓	✓
Silver	6			Half Page	✓		✓	✓
Bronze	4			Quarter Page			✓	✓

Many Thanks to our 2010 HRC Dinner Gala Sponsors

Global Partner

Accenture

Platinum

Staples

Diamond

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

Gold

Stop & Shop
Sun Life Financial

Silver

Blue Cross Blue Shield of Massachusetts
Ocean Spray
Raytheon
State Street Corporation
Wainright Bank & Trust

Bronze

Harvard Pilgrim Healthcare
Harvard Vanguard
Kramer Periodontal
Reproductive Science Center of New England

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New This Year: VIP Reception/Silent Auction Sponsorship

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.

2011 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 2011 HRC New England Silent Auction

The 2011 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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Sponsorship Information

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

Primary Contact

Address

City State Zip

Business Telephone Alternate Phone

E-mail

Website URL

Signature

Date

Sponsorship Level

- Presenting (Exclusive) \$25,000
- 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 = \$ ____

Total Sponsorship \$ _____

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:
Mike Wilkinson, Event Manager
1640 Rhode Island Avenue, NW
Washington, DC 20036
Phone: 202-423-2875
E-mail: mike.wilkinson@hrc.org

Partial Payment by Check

Your balance will be invoiced in 3 equal amounts, with final payment due by October 21, 2011. Please send your check along with your signed agreement and this form to Mike Wilkinson (address above).

Complete, Single Payment by Credit Card

Complete the credit card payment information below and fax your signed agreement and this form to Mike Wilkinson, HRC New England Event Manager at 202-423-2875.

Partial Payment by Credit Card

Amount of initial charge

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 21, 2011. Complete the credit card payment information below and fax your signed agreement and this form to Mike Wilkinson, HRC New England Event Manager at 202-423-2875.

Credit Card Payment Information

American Express Visa / Mastercard Discover

Expiration date

Name on card

Business Name

Billing Address

Phone Number

Card Number

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Additional Terms of Sponsorship

THANK YOU FOR YOUR SUPPORT of the 30th Annual Human Rights Campaign New England Dinner Gala. HRC is a 501(C)4 organization; contributions are therefore not tax-deductible as charitable contributions

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 21, 2011**

If you have any questions about sponsorship of the 2011 HRC New England Events, please contact:

Rich Markiewicz

774-239-1668

richard.markiewicz@staples.com

Maryann Colaizzi

781-686-7621

maryanncolaizzi@yahoo.com

Rick Ritacco

508-335-0444

ricky60@aol.com

HRC Sponsorship team

cs@hrcboston.org

For additional copies of this downloadable form or access to additional Gala Dinner information, please visit www.hrcboston.org.

Follow us on Facebook and Twitter to hear about upcoming events and opportunities.

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