



## 2019 HRC Chicago Gala & Auction

Saturday, November 16, 2019  
Fairmont Chicago, Millennium Park

Each year hundreds of businesses generously donate products or services to be auctioned at the annual HRC Chicago Gala and Auction or advertise in our event's Program Book.

### Auction

The Silent and Live Auctions are essential to our success and we cannot thank those who donate enough for their contributions. We would be delighted to have you showcase your support of HRC by donating to the Auction.

As the largest civil rights organization working to achieve equality for lesbian, gay, bisexual, transgender and queer Americans, the Human Rights Campaign represents a force of more than 3 million members and supporters nationwide — all committed to making HRC's vision a reality.

HRC envisions a world where lesbian, gay, bisexual, transgender and queer people are embraced as full members of society at home, at work and in every community. The gala is the largest single fundraising event in Chicago to support this work.

As an Auction donor, this is your chance to showcase your business to the hundreds of supporters in attendance. This is an excellent way to show your support of HRC and the LGBTQ community, which has long been recognized for its buying power (estimated at \$917 billion in 2015!).

### Did You Know?

**80%** of the LGBTQ community report that they have changed brands based on a company's positive stance toward the gay community.

**70%** of the LGBTQ community would prefer to buy from companies that market to them.

**31%** of HRC members households have annual income over \$100,000 and 49% of households have annual income over \$75,000.

Donating is EASY! [Complete our donation form here. http://bidpal.net/hrcchicago](http://bidpal.net/hrcchicago)

### Program Book

Your business can reach a targeted audience with the 2019 HRC Chicago Gala Program Book. For as little as \$150, you can support the community and market your business to hundreds of new customers.

[Review our brochure here. http://bit.ly/CHIProgramBook](http://bit.ly/CHIProgramBook)

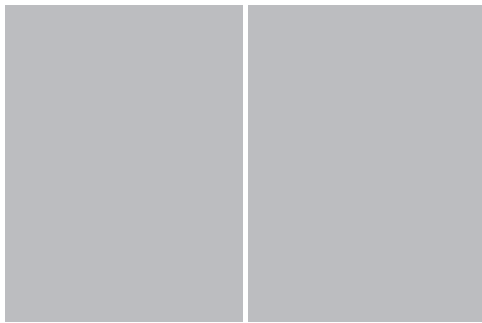
Thank you in advance for your generosity and support!

If you have questions, please email [auction@hrcchicago.org](mailto:auction@hrcchicago.org)  
Julie Anderton & David Prince  
Auction Committee Chairs



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## Program Book Ad Specs & Pricing

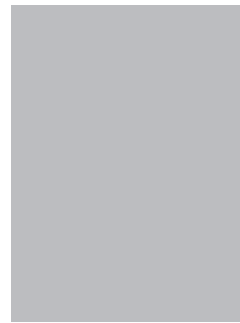


**Double Truck** | \$675

Trim 8.5" w x 11" h

Live (SafetyArea) 7.25" w x 9" h

Note: Create 2 separate pages for Double Truck



**Full Page** | \$375

Trim 8.5" w x 11" h

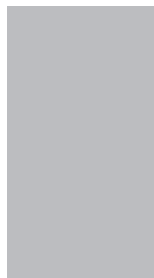
Live (SafetyArea) 7.25" w x 9" h

All full and double page ads will include a complimentary hyperlinked ad on [HRCChicago.org](http://HRCChicago.org)



**Half-Page Horizontal** | \$250

Trim 7.25" w x 4.75" h



**Half-Page Vertical** | \$250

Trim 3.5" w x 9.75" h



**Quarter Page** | \$150

Trim 3.5" w x 4.75" h

Submissions can be: CMYK, 300dpi jpeg, gif, or high res pdf.

Due Date for ad submissions is **Monday, October 14, 2019.**

Ads can be submitted at <http://bit.ly/Artwork-Upload>

Complete our program book payment form at <http://bit.ly/CHIProgramBook>

Questions? Contact [gala@hrcchicago.org](mailto:gala@hrcchicago.org)