

Dear Supporter,

# 28th Annual HRC Chicago

### Gala & Auction

### Saturday – November 18, 2017

Fairmont Chicago

200 N Columbus Drive

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.**

HRC, **1.5 million members strong**, is our country’s largest organization working for equal rights and equal dignity for gay, lesbian, bisexual, and transgender Americans. ***While we have recently celebrated victories like marriage equality across the nation, there is a tidal wave of pushback on the horizon most notably in the form of so-called religious freedom.*** HRC is on the forefront of the movement to protect equality and 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 1,000’s of supporters in attendance. This is an excellent way to show your support of HRC and the LGBT community, which has long been recognized for its buying power (estimated at **$830 billion in 2013**!).

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://bit.ly/HRCAuction>

## Program Book

Your business can reach a targeted audience with the 2017 HRC Chicago Gala Program Book. **For as little as $175, you can support the community and market your business to hundreds of new customers.**

Please review our brochure here: http://www.hrcchicago.org/program-book.html

Thank you in advance for your generosity and support! If you have questions, please email auction@hrcchicago.org

*Ashley Fowler, Julie Anderton, & David Prince*

*Silent Auction Committee Chairs*

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