



HUMAN
RIGHTS
CAMPAIGN®

**28th Annual HRC Chicago
Gala & Auction**
Saturday – October 27, 2018
Chicago Marriott Downtown Magnificent Mile
540 N Michigan Avenue

Dear Supporter,

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 1,000's 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 **\$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/hrcchicago18>

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

Saturday, October 27th

HRC Chicago Gala & Auction

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