



*2022 HRC Chicago Dinner & Auction*  
*November 12, 2022*



# **SPONSORSHIP OPPORTUNITIES**

THE 2022 ANNUAL HRC CHICAGO DINNER & AUCTION

SATURDAY NOVEMBER 12, 2022 FAIRMONT CHICAGO  
MILLENNIUM PARK



As America's largest lesbian, gay, bisexual and transgender organization, the Human Rights Campaign provides a national voice on LGBTQ+ issues. The Human Rights Campaign effectively lobbies Congress; mobilizes grassroots action in diverse communities; invests strategically to elect fair-minded officials; and increases the public's understanding of LGBTQ+ issues through innovative education and communication strategies.

HRC is a bipartisan organization working to advance equality such that gay, lesbian, bisexual, transgender and queer Americans can be open, honest and safe at home, at work and in the community. The Human Rights Campaign Chicago Dinner & Auction is one of the largest annual LGBTQ+ fundraising events in the Midwest. Our last dinner in 2019, over 800 people came together as a community to show their support.

Our corporate sponsors are comprised of leading financial institutions, retailers, accounting firms, energy companies, law firms, etc. They understand that HRC's supporters have tremendous buying power and influence in the Chicago area and beyond. Sponsorship of HRC enables businesses to demonstrate leadership support for the LGBTQ+ community at large, and provides an opportunity to reinforce their company's DEI strategy with current and future employees, clients and investors.

This year's HRC Chicago Dinner & Auction will be held on Saturday, November 12, 2022 at the Fairmont Chicago with a large expected attendance. Individual tickets and the latest information regarding the gala can be obtained at [www.hrcchicago.org](http://www.hrcchicago.org)

**Attendees include:**

- HRC Donors + Members
- Celebrities + Community and Business Leaders
- Federal, State and Local Elected Officials
- Sponsor Representatives

**Sponsors receive tremendous visibility:**

- Prime placements targeted to 15k supporters
- Over 500,000 impressions in print, news and social media
- 3000 print invitations to donors
- Prominent placement across HRC Chicago social channels

**Aon**  
**Barilla**  
**BCBS Illinois**  
**Chubb**  
**CME Group**  
**Conagra Brands**  
**Cushman & Wakefield**  
**Earles Architects and Associates**  
**ExxonMobile**  
**Facebook**  
**Fifth Third Bank**  
**Grainger**  
**Hillrom**  
**Hyatt**  
**Jenner & Block LLP**

**Kivvit**  
**Maven Wave**  
**Mesirow Financial**  
**MillerCoors**  
**Nielsen**  
**Nordstrom**  
**Northern Trust**  
**Nuveen**  
**Rush**  
**Slalom**  
**Townie Branding, LLC**  
**TransUnion**  
**Walgreens**  
**William Blair**  
**Willis Towers Watson**

**HUMAN RIGHTS CAMPAIGN**  
**FACTS & FIGURES**

**91%**

HRC members are more favorable to companies that sponsor HRC.

**85%**

of HRC members are more likely to buy products from those companies that sponsor HRC.

**\$884 billion**

estimated LGBTQ+ market buying power



# SPONSORSHIP LEVELS

	<b>PRESENTING SPONSOR</b> Exclusive sponsorship level for one company. Dinner would be referred as "HRC Chicago Dinner presented by..."	<b>PLATINUM SPONSOR</b> Sponsor will get to name a part of the dinner, such as The Silent Auction, opening reception, or After Party etc.	<b>DIAMOND SPONSOR</b> Sponsor will get to name a part of the dinner, such as The Silent Auction, opening reception, etc.	<b>RUBY SPONSOR</b>	<b>EMERALD SPONSOR</b>	<b>PEARL SPONSOR</b>	<b>CORPORATE SPONSOR</b>
<b>AMOUNT</b>	\$25,000	\$15,000	\$10,000	\$7,500	\$5,000	\$2,500	\$3,750
<b>DINNER TICKETS</b>	20	18	14	10	10	4	10
<b>PREMIUM TICKETS</b> Premium check-in and open bar all night	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Sponsor's logo in program and on signage at the event	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Companies will be listed as Table Captains in the program book
Sponsor's logo on invitations, ads, Dinner website and media materials	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Recognition from stage	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Program Book advertisement	Full page	Full page	Full page	Full page	Full page	Half page	
<b>PREMIUM ADVERTISING</b> Opportunity for feature display in the reception, auction area or after party.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				
Video to showcase your company's work towards equality.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>					

Please contact the HRC Corporate team to learn more about sponsorship opportunities for this year's dinner

**Tory Mitchell**  
Board of Governors  
tmitchell@hrcchicago.org

**Jacob Miles Feinstein**  
Co-Chair Corporate outreach  
corporate@hrcchicago.org

**Jim Parsell**  
Co-Chair Corporate outreach  
james.parsell@gmail.com



# CORPORATE SPONSORSHIP RESPONSE FORM

BUSINESS NAME

CONTACT NAME

TITLE

ADDRESS

CITY

STATE

ZIP

TELEPHONE

FAX

EMAIL

MOBILE

## WE ARE PLEASED TO SUPPORT THE HRC CHICAGO DINNER & AUCTION

- PRESENTING SPONSOR      \$25,000
- PLATINUM SPONSOR      \$15,000
- DIAMOND SPONSOR      \$10,000
- RUBY SPONSOR      \$7,500
- EMERALD SPONSOR      \$5,000
- PEARL SPONSOR      \$2,500
- CORPORATE TABLE      \$3,750

We would like an advertisement only. Please have an HRC advertising representative contact me.

We are interested in donating an auction item.

Description: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**TOTAL AMOUNT ENCLOSED: \$** \_\_\_\_\_

### PAYMENT:

CHECK ATTACHED (Please make payable to Human Rights Campaign)     CHECK No. \_\_\_\_\_

PAYMENT BY CREDIT CARD     AMERICAN EXPRESS     VISA/MASTER CARD     DISCOVER

CARD #

STATE

SIGNATURE

### INSTRUCTIONS: Please PRINT, SIGN and RETURN this completed form with your payment to:

**Human Rights Campaign | Attn: Mike Wilkinson | 1640 Rhode Island Ave., N.W. | Washington D.C. 20036**

**Phone: 202-423-2875 | Fax: 202-239-4217 | E-mail: [mike.wilkinson@hrc.org](mailto:mike.wilkinson@hrc.org)**

Make all checks payable to Human Rights Campaign. Full sponsorship payment must be received prior to event publication deadlines.

Please contact the HRC Corporate team to learn more about sponsorship opportunities for this year's dinner.

HRC Chicago Corporate Outreach Team  
[corporate@hrcchicago.org](mailto:corporate@hrcchicago.org)