

HUMAN  
RIGHTS  
CAMPAIGN®

2017 HUMAN RIGHTS CAMPAIGN  
**CHICAGO**  
G A L A  
**SATURDAY**  
NOVEMBER 18, 2017  
FAIRMONT CHICAGO MILLENNIUM PARK

## MEDIA SPONSORSHIP

As America's largest lesbian, gay, bisexual and trans-gender 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 and trans-gender Americans can be open, honest and safe at home, at work and in the community.

The Human Rights Campaign Chicago Gala & Auction is one of the largest annual LGBTQ fundraising events in the Midwest. Last year, almost 700 people came together as a community to show their support for HRC. Past HRC Chicago Gala speakers include Michael Sam, Senator Dick Durbin, Jim Obergefell, Governor Howard Dean, Senator John Kerry and actors Amy Landecker, Jennifer Beals and Luke Macfarlane. Our media sponsors are comprised of leading Chicago institutions. Sponsorship of HRC enables businesses to demonstrate leadership support for the LGBTQ community at large, and provides an opportunity to reinforce their company's diversity strategy with current and future employees, customers and investors.

The 2017 HRC Chicago Gala & Auction will be held on Saturday, November 18, 2017 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).

HUMAN RIGHTS CAMPAIGN

## FACTS & FIGURES

**91%**

HRC members are more favorable to companies that sponsor HRC.

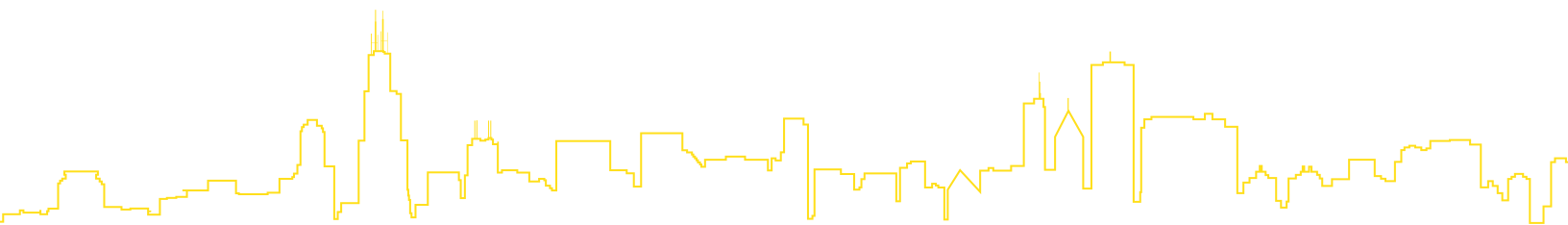
**85%**

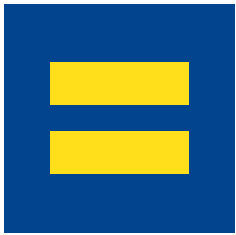
of HRC members are more likely to buy products from those companies that sponsor HRC.

About

**75%**

of gays and lesbians report that they would remain loyal to a LGBTQ-friendly brand even when less friendly companies offer lower prices.





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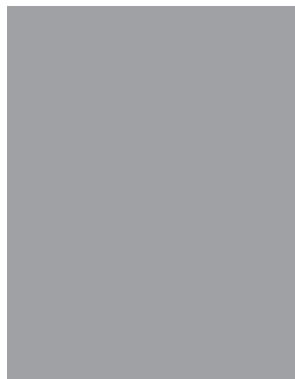


SPONSORSHIP LEVEL	Level 1	Level 2	Level 3
	\$2,500 - \$4,999	\$5,000 - \$7,499	\$7,500 - +
Logo in Program Book as Media Sponsor	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Recognition from Stage	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo on Website	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Social Media Exposure	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
15% Discount Tickets (up to 4 tickets)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo on Gala Screen	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Program Book Ad	1/4 Page	1/2 Page	Full Page
Tickets	One	Two	Four

Any Media company donating less than \$2500 worth of advertisements will be recognized in the Dinner Program's Special Thank You Section.

### Ad Sizes

Program Book is perfect bound with a trim size of 8.5" X 11"



Full Page  
Trim 8.5"w x 11"h



Half-Page Vertical  
3.5"w x 9.75"h



Half-Page Horizontal  
7.25"w x 4.75"h



Quarter-Page  
3.5"w x 4.75"h

**Submissions Can Be:** Greyscaled, 300 dpi jpeg, gif or high res PDF