

# The 201 Equality Dinner & Auction

An Annual Gala supporting the Human Rights Campaign

*Nashville's Award Winning Gala works to  
promote your business!*



HUMAN  
RIGHTS  
CAMPAIGN

# The Equality Dinner, Nashville's Annual Gala for the Human Rights Campaign 2012 Sponsorship Opportunities

## **Human Rights Campaign – Our Vision:**

HRC envisions an America where all lesbian, gay, bisexual and transgender (LGBT) people are ensured equality and are embraced as full members of the American family at home, at work and in every community.

## **Human Rights Campaign – Our Mission:**

The Human Rights Campaign is America's largest civil rights organization working to achieve LGBT equality. By inspiring and engaging all Americans, HRC strives to end discrimination against LGBT citizens and realize a nation that achieves fundamental fairness and equality for all.

HRC seeks to improve the lives of LGBT Americans by advocating for equal rights and benefits in the workplace, ensuring families are treated equally under the law, and increasing public support among all Americans through innovative advocacy, education, and outreach programs. HRC works to secure equal rights for LGBT individuals and families at the federal and state levels by lobbying elected officials, mobilizing grassroots supporters, educating Americans, investing strategically to elect fair-minded officials, and partnering with other LGBT organizations.

The Human Rights Campaign represents a grassroots force of more than 800,000 members and supporters nationwide. As the largest national gay, lesbian, bisexual and transgender civil rights organization, HRC envisions an America where LGBT people are ensured of their basic equal rights, and can be open, honest and safe at home, at work and in the community.

## **HRC Nashville**

The city of Nashville has long been known to embrace and encourage its strong diverse heritage, and the city's large LGBT population reflects that. HRC Nashville plays a formidable role in the community through outreach, education, events and forums. Over 3000 members of HRC reside in the State of Tennessee and are part of the HRC Nashville market. The HRC Nashville Federal Club consists of approximately 100 highly committed individuals and couples from Nashville and surrounding communities who are substantial donors to HRC (\$1200 + annually). This core group of HRC supporters is made up of successful business people who are committed to HRC's mission and are active in the community. Their financial support and activism on behalf of HRC and a variety of other political and community organizations also generates corporate involvement and garners the attention and respect of elected officials.

## **Current HRC Issues**

- Protecting LGBT families
- Ending workplace discrimination based on sexual orientation and gender identity
- Opposing attempts to use the U.S. and state Constitutions to discriminate against LGBT families
- Addressing lesbian health issues and HIV/AIDS prevention, treatment, funding and research
- Ending the current Bullying trend among LGBT youth
- Advancing public education and understanding of issues relevant to the LGBT community.

# The Equality Dinner, Nashville's Annual Gala for the Human Rights Campaign 2012 Sponsorship Opportunities

**For more information, visit: [www.equalitydinner.com](http://www.equalitydinner.com)**

HRC Nashville's high profile events and communication tools represent the single most effective way to showcase your support for diversity and the people who fight for equality.

## Reaching Your Audience. . .

- **73%** of HRC members have household incomes over \$50,000. <sup>1</sup>
- **80%** of HRC members hold a Bachelor's degree or higher. <sup>1</sup>
- **53%** of HRC members have household incomes over \$75,000. <sup>1</sup>
- **71%** of HRC members own their residence. <sup>2</sup>
- **70%** of LGBT consumers are extremely or very likely to consider brands that are known to provide equal workplace benefits for their employees, including LGBT workers. <sup>3</sup>
- **51%** of LGBT consumers are extremely or very likely to consider brands that support causes important to LGBT consumers. <sup>3</sup>
- **77%** switched brands to companies with a positive stance toward gays. <sup>3</sup>
- **99%** of all US counties have lesbian and gay couples. <sup>4</sup>

<sup>1</sup> HRC Quarterly Reader Survey,

<sup>2</sup> 0072 Ibid

<sup>3</sup> Witeck • Combs and HPOL data 2004, 2000

<sup>4</sup> United States Census 2000

## A Partnership with HRC Nashville will help you:

**BUILD** brand support within the dynamic, professional lesbian and gay market.

**DEVELOP** a marketing link to a brand-loyal audience.

**SEND** a positive message to your gay and lesbian employees and customers.

**MAKE** a statement on diversity, inclusion and fair-mindedness.

**CREATE** exposure to over 3000 Tennessee HRC members over the next 12 months.

## 2012 Nashville Sponsorship Opportunities

There are many sponsorship levels available to support HRC Nashville and our events in the community. From large, year-round and Annual Equality Dinner sponsorships to smaller community events, our experienced Corporate Relations team is ready to discuss the options available and answer any of your questions. We are honored and excited to be part of this amazing organization, and hope that you come on board with us as a partner in 2012.

**For more information or to become a 2012 sponsor, please contact:**

Jeremy Davis 615.519.3373 [jdavis@jdavisfactor.com](mailto:jdavis@jdavisfactor.com)

# The Equality Dinner, Nashville's Annual Gala for the Human Rights Campaign 2012 Sponsorship Opportunities

## The 17th Annual Nashville Equality Dinner & Auction

Loews Vanderbilt Hotel – Saturday, February 25, 2012

Approximately 1000 attendees are expected, as previous dinners have “sold out.” This annual fundraiser is the highlight of the year and the largest formal fundraising event supporting the LGBT community and their allies in Tennessee.

Attendees include prominent members of the Tennessee LGBT community, HRC members and high-level donors, community and business leaders, federal, state and local elected officials, sponsor representatives, celebrities, and family, friends and supporters of LGBT citizens.

With more than \$100,000 in proceeds raised at the 2011 Nashville Equality Dinner and Silent Auction, Nashville has become one of the top HRC Dinners nationwide.

Past HRC Nashville Dinner Speakers and entertainers include Congressman Jim Cooper, Lee Ann Womack, Kimberly Locke, Carson Kressley, LeeAnn Rimes, HRC President Joe Solmonese, Ashley Judd and Mayor Karl Dean.

### DINNER SPONSORSHIP LEVELS AND BENEFITS:

**Presenting:** \$20,000+

**Silent Auction:** \$12,500

**Diamond:** \$7,500

**Gold:** \$5,000

**Corporate Table:** \$3,000

### PRESENTING SPONSOR \$20,000+

- Exclusive Gala Branding Rights with category exclusivity by industry
- 2 tables(20 seats) at the Nashville HRC Dinner, in premium location
- 20 invitations to the sold out 2012 VIP Federal Club Reception
- Logo on cover & 2 Full page color advertisements in Program Book–Prime Placement
- Recognition during the event - Nashville HRC Dinner sponsor video
- Opportunity for personalized video message (up to 2 minutes) to dinner attendees as part of sponsor recognition segment during the event.
- Logo on all dinner media advertisements; print, magazine, brochures, billboards, TV, radio, etc.
- Logo on printed invitations mailed to 5000 HRC members, business & corporate supporters
- Logo placement & link on the gala's website (equalitydinner.com)
  - \*Approximately 50,000 hits on the gala website during 2011 dinner season
- Additional benefits may be customized to meet your marketing objectives

\* To discuss your specific marketing objectives, call or email **Jeremy Davis**

**[jdavis@jdavisfactor.com](mailto:jdavis@jdavisfactor.com) or 615.519.3373**

# The Equality Dinner, Nashville's Annual Gala for the Human Rights Campaign 2012 Sponsorship Opportunities

## **SILENT AUCTION SPONSOR \$12,500 +**

- Category Exclusivity
- Exclusive Sponsor of Silent Auction \*includes auction branding rights
- 20 seats (2 tables) at the Nashville HRC Dinner, in preferred location
- 10 tickets to the VIP Federal Club reception
- 2 Full page ads with priority placement in Program Book
- Recognition during Nashville HRC Dinner sponsor video
- Opportunity for personalized video message (up to 60 seconds) to gala attendees as part of sponsor recognition segment
- Logo on all dinner media advertisements; print, magazine, brochures, billboards, etc.
- Logo on printed invitations sent to 5000 individual members & business supporters
- Recognition in local press releases and web link with your company logo from the Nashville Gala website (equalitydinner.com) to your website

## **DIAMOND SPONSOR \$7,500**

- Category Exclusivity
- 10 seats (1 table) at the Nashville HRC Dinner in a preferred location
- 2 Full page ad with priority placement in the Nashville Dinner Program Book
- Recognition during Nashville HRC Dinner sponsor video
- Logo on all dinner media advertisements; print, magazine, brochures, billboards, etc.
- Logo on Gala website(equalitydinner.com) with link to your company website
- Logo on printed invitations sent to 5000 individual members & business supporters

## **GOLD SPONSOR \$5,000**

- 10 seats(1 table) at the Nashville HRC Dinner
- Recognition during Nashville HRC Dinner sponsor video
- Full page ad in the Nashville Dinner Program Book
- Logo on Gala website(equalitydinner.com) with link to your company address
- Logo on dinner media advertisements; print, magazine, brochures, billboards, etc.
- Web link with your company logo from the Gala's website to your website

## **CORPORATE TABLE SPONSOR \$3,000**

- 10 seats - (1 table) at the Nashville HRC Dinner
- Half page ad in the dinner program
- Listing of your business name on all event print media
- Logo on sponsor page of event website (equalitydinner.com)

## **VIP RECEPTION SPONSORSHIP “UPGRADE” \$1000**

- Receive all benefits of chosen sponsorship level, PLUS
- Custom signage at VIP Federal Club Reception (sponsor provided)
- 10 tickets to the VIP Reception
- Logo on invitations to the VIP Federal Club Reception



**Sponsorship Commitment Form:**

**Business Name:**

---

**Primary Contact person:**

---

PH# : \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

**Sponsorship Choice:**

- Presenting
  - Silent Auction
  - Diamond
  - Gold
  - Corporate Table
  - Other
- 

Checks should be payable to:  
Human Rights Campaign  
1640 Rhode Island Ave N.W.  
Washington, DC 20036-3278  
(credit card payments can be accepted)  
All payments made prior to event

**Contact our Corporate Relations team with any questions or to  
arrange your sponsorship & start promoting your business today!**

**Email above info to: [jdavis@jdavisfactor.com](mailto:jdavis@jdavisfactor.com)**

Email w/questions: [jdavis@jdavisfactor.com](mailto:jdavis@jdavisfactor.com)

Visit our website at: [www.equalitydinner.com](http://www.equalitydinner.com)