

GREATER NEW YORK DINNER

FEBRUARY 4TH, 2023
MARRIOTT MARQUIS BALLROOM
NEW YORK, NEW YORK

CORPORATE SPONSORSHIP



HUMAN
RIGHTS
CAMPAIGN[®]

The Human Rights Campaign

is America's largest LGBTQ+ civil rights organization representing a grassroots force of over 3 million members and supporters nationwide. Since 1980, we have been working to ensure full equality for all LGBTQ+ Americans.

HRC envisions an America where lesbian, gay, bisexual, transgender, and queer + Americans can be open, honest and safe at home, at work and in the community. Today, LGBTQ+ people are facing the biggest challenges yet. After a series of historic victories, the country remains divided into two Americas: one America increasingly equal, the other still lacking the most basic measures of equality, including full state and federal protections.

The HRC Corporate Equality Index (CEI)

sets the standards for corporate excellence in ensuring LGBTQ+ equality, and HRC provides the resources for companies to achieve this goal. Because of your support, Americans in every state can now say we live in a nation that embraces marriage equality. However, despite that historic stride, in a majority of states millions of LGBTQ+ Americans are still at risk of being fired from their jobs, evicted from their homes, or denied services simply because of who they are. To combat this threat, HRC is hard at work both nationally and locally to both defeat legislation targeting our community and pass comprehensive non-discrimination protections. HRC is leading the charge in Congress for the Equality Act, which would ensure LGBTQ+ people the same rights in basic areas of life such as employment, housing, education, federal funding, and more, no matter where they live. With your unwavering support and leadership, we will continue to fight until the dream of full federal equality is a reality for all Americans.

These businesses have discovered the value of

HRC CORPORATE PARTNERSHIP.

Will you?

National Corporate Partners*

Platinum

Accenture
Amazon
American Airlines
Apple
The Coca-Cola Company
Diageo / Smirnoff
Google
Intel
Lyft
Macy's, Inc.
Match Group
Microsoft
Mitchell Gold + Bob Williams
Morgan Stanley
Nationwide
Neiman Marcus
Northrop Grumman
Pfizer
Raytheon
Target
The Walt Disney Company
TPG Global
UPS

Gold

Alaska Airlines
CVS Health
Deloitte
DoorDash
Lexus
Nike
Nordstrom
PayPal
Vizy

Silver

Airbus
BP
Capital One
Chevron
Citi
Cox Enterprises
Danaher
Goldman Sachs
Mastercard
MGM Resorts International
US Bank

Bronze

Bank of America
Best Buy
Boston Scientific
Brooks Sports, Inc.
Cargill
Dell Technologies
EcoLab
Guardian Life Insurance
Hershey
Hyatt Hotels
IBM
Johnson & Johnson
Lincoln Financial Group
Lumen
Medtronic
PepsiCo
PNC
Ross Stores, Inc.
Shell
Starbucks
T-Mobile
Takeda
The J.M. Smucker Company
TIAA
Whirlpool
Zimmer Biomet

HRC 2021-22

Dinner Sponsors

Altice USA
Arthur J. Gallager
Becton Dickinson (BD)
Boehringer Ingelheim
USA Corporation
Colgate-Palmolive
Dotdash Meredith
DTCC
Glenmede
Latham & Watkins
Lazard
LendLease
Linde
Moody's
NBA/WNBA
NY Marriott Marquis
Seyfarth Shaw LLP

Learn more at www.hrcgreaterny.org

*For a list of HRC's current National Corporate Partners, please visit www.hrc.org/about/corporate-partners
List current as of 10/17/2022.

71%

HRC members own their own residence

37%

HRC members in the tri-state area with annual household incomes over \$75,000

29%

HRC members in the tri-state area with annual household incomes over \$100,000

71%

LGBTQ+ adults that are likely to remain loyal to brands that they believe to be friendly or supportive of LGBTQ+ issues

87%

LGBTQ+ adults who are likely to consider a brand that is known to provide equal workplace benefits for all employees

The LGBTQ+ market represents

~\$1 TRILLION

in consumer buying power.*

*2021 Witeck Communications analysis

The Greater New York Dinner

encompasses the tri-state area of New York, New Jersey, and Connecticut, and provides significant funding to the nation's largest civil rights organization working to achieve lesbian, gay, bisexual, transgender, and queer + equality. The HRC Greater New York Dinner highlights issues most important to the LGBTQ+ community and inspires our supporters to take action. We invite you to become a sponsor of the 21st Annual HRC Greater New York Dinner on Saturday, February 4th, 2023 at the Marriott Marquis in Times Square.

Our Corporate Partners

include leading financial institutions, retailers, accounting firms, law firms, media and travel companies, and more. They understand that HRC's supporters have tremendous buying power and influence in the tri-state area and beyond. Partnerships with HRC enable companies to demonstrate leadership and support for the LGBTQ+ community at large, and provide an opportunity to reinforce a company's culture of inclusion with current and future employees.

CORPORATE PARTNERSHIP BENEFITS

	Presenting \$75,000	Diamond \$50,000	Silent Auction Preview \$35,000	Dinner After-Party \$30,000	Emerald \$25,000	Ruby \$15,000	Partner \$10,000	Patron \$5,000
Dinner tickets	3 tables (30 seats)	2 tables (20 seats)	1 table (12 seats)	1 table (10 seats)	1 table (10 seats)	8 seats	6 seats	2 Seats
On-stage time at dinner	●							
Complimentary benefits to additional GNY events	●	●	●	●	●	●	●	●
Exclusive named sponsorship			●	●				
Video spot in Corp Sponsor Recognition Video*	30 second stand alone	15 second	5 second	5 second	5 second			
Complimentary bottle of Champagne at table	●	●	●	●	●			
Preferred table placement	●	●	●	●	●			
Digital program book*	Full page color Inside front cover	Full page color Premium placement	Full page color	Full page color	Full page color	Full page color	Half page color	Quarter page color
Reception / Silent Auction Preview	●	●	●	●	●	●	●	●
Logo placement in all dinner materials	●	●	●	●	●	●	●	●
Social media announcement	●	●	●	●	●	●	●	●
Corporate Sponsor Recognition Video	●	●	●	●	●	●	●	●
Year-round listing on HRC Greater NY Website	●	●	●	●	●	●	●	●

Partnership detail: Timeline and ad guidelines

HRC Corporate Partnerships are accepted throughout the year, with deadlines associated with the 2023 Dinner as described below:

- The Human Rights Campaign, Inc. is a 501(c)(4) organization. Typically donations made through HRC's dinner are not tax deductible as charitable contributions. Please consult your tax advisors for more information.
- Partnership applications submitted to sponsorship@hrcgreaterny.org by December 8th, 2022 will be listed on the official HRC Greater NY Dinner invitation and other promotional efforts.
- Partnership applications are due to sponsorship@hrcgreaterny.org by January 6th, 2023 to be included in event signage and video screens at the dinner.
- Advertisement/artwork is due to sponsorship@hrcgreaterny.org by January 6th, 2023.

*Please see page 11 for detailed page and layout information.

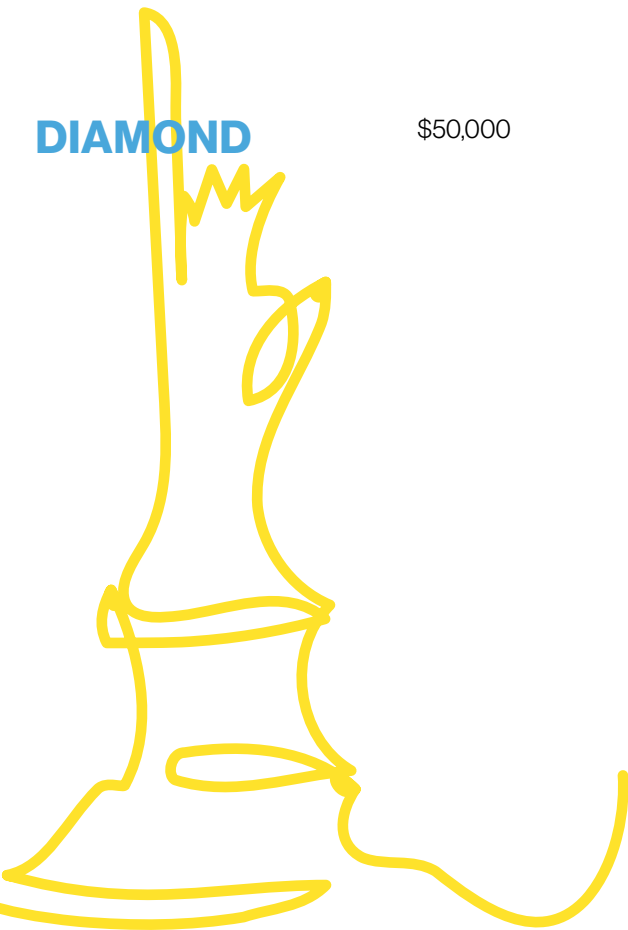
+Based on availability.

BENEFITS OF YOUR HRC PARTNERSHIP

Level	Investment	Tickets	Benefits
PRESENTING SPONSOR	\$75,000 <i>(Exclusive opportunity!)</i>	30	<ul style="list-style-type: none"> Inside front cover color ad in the digital program book Logo placement in all dinner materials (e.g., invitations, branded table cards, etc.) Sponsorship announcement on social media outlets (e.g., Twitter, Facebook, Instagram) 30-second stand-alone video spot Logo placement in Corporate Sponsorship Recognition Video Entry to the Reception / Silent Auction Preview Complimentary benefits to additional GNY events Year-round sponsorship listing on the HRC Greater New York website and related materials Corporate speaking role at dinner-related event(s) Preferred table placement Complimentary bottle of Champagne at table



DIAMOND	\$50,000	20	<ul style="list-style-type: none"> Premium placement full page color ad in the digital program book Logo placement in all dinner materials (e.g. invitations, branded table cards, etc.) Sponsorship announcement on social media outlets (e.g, Twitter, Facebook, Instagram) 15-second video spot in Corporate Sponsorship Recognition Video Logo placement in Corporate Sponsorship Recognition Video Entry to the Reception / Silent Auction Preview Complimentary benefits to additional GNY events Year-round sponsorship listing on the HRC Greater New York website and related materials Preferred table placement Complimentary bottle of Champagne at table
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BENEFITS OF YOUR HRC PARTNERSHIP

Level

SILENT AUCTION SPONSOR

Investment

\$35,000
(Exclusive opportunity!)

Tickets

12

Benefits

- Sponsorship of the Reception / Silent Auction Preview
- Full page color ad in the digital program book
- Logo placement in all dinner materials (e.g., invitations, branded table cards, etc.)
- Sponsorship announcement on social media outlets (e.g., Twitter, Facebook, Instagram)
- 5-second video spot in Corporate Sponsorship Recognition Video
- Logo placement in Corporate Sponsorship Recognition Video
- Complimentary benefits to additional GNY events
- Year-round sponsorship listing on the HRC Greater New York website and related materials
- Preferred table placement
- Complimentary bottle of Champagne at table



DINNER AFTER-PARTY SPONSOR

\$30,000
(Exclusive opportunity!)

10



- Sponsorship of the After-Party immediately following the dinner
- Full page color ad in the digital program book
- Logo placement in all dinner materials (e.g., invitations, branded table cards, etc.)
- Sponsorship announcement on social media outlets (e.g., Twitter, Facebook, Instagram)
- Logo placement in Corporate Sponsorship Recognition Video
- 5-second video spot in Corporate Sponsorship Recognition Video
- Entry to the Reception / Silent Auction Preview
- Complimentary benefits to additional GNY events
- Year-round sponsorship listing on the HRC Greater New York website and related materials
- Preferred table placement
- Complimentary bottle of Champagne at table

BENEFITS OF YOUR HRC PARTNERSHIP

Level	Investment	Tickets	Benefits
EMERALD	\$25,000	10	<ul style="list-style-type: none"> Full page color ad in the digital program book Logo placement in all dinner materials (e.g., invitations, branded table cards, etc.) Sponsorship announcement on social media outlets (e.g., Twitter, Facebook, Instagram) 5-second video spot in Corporate Sponsorship Recognition Video Entry to the Reception / Silent Auction Preview Complimentary benefits to additional GNY events Year-round sponsorship listing on the HRC Greater New York website and related materials Preferred table placement Complimentary bottle of Champagne at table

RUBY	\$15,000	8	<ul style="list-style-type: none"> Full page color ad in the digital program book Logo placement in all dinner materials (e.g., invitations, branded table cards, etc.) Sponsorship announcement on social media outlets (e.g., Twitter, Facebook, Instagram) Logo placement in Corporate Sponsorship Recognition Video Entry to the Reception / Silent Auction Preview Year-round sponsorship listing on the HRC Greater New York website and related materials Complimentary benefits to additional GNY events
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BENEFITS OF YOUR HRC PARTNERSHIP

Level	Investment	Tickets	Benefits
PARTNER	\$10,000	6	<ul style="list-style-type: none"> Half-page color ad in the digital program book Logo placement in all dinner materials (e.g., invitations, branded table cards, etc.) Sponsorship announcement on social media outlets (e.g., Twitter, Facebook, Instagram) Logo placement in Corporate Sponsorship Recognition Video Entry to the Reception / Silent Auction Preview Year-round sponsorship listing on the HRC Greater New York website and related materials Complimentary benefits to additional GNY events



PATRON	\$5,000	2	<ul style="list-style-type: none"> Quarter-page color ad in the digital program book Logo placement in all dinner materials (e.g., invitations, branded table cards, etc.) Sponsorship announcement on social media outlets (e.g., Twitter, Facebook, Instagram) Logo placement in Corporate Sponsorship Recognition Video Entry to the Reception / Silent Auction Preview Year-round sponsorship listing on the HRC Greater New York website and related materials Complimentary benefits to additional GNY events
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HRC GREATER NEW YORK CORPORATE COMMITTEE

GNY CORPORATE PARTNERSHIP CHAIRS

Jon Amos
jon.amos85@outlook.com

Jean-Pierre Martinez
jpmart27@gmail.com

Stephen Gossman
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 646.820.6173

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Vikrum Vishnubhakta
vikrumvr@gmail.com
 414.687.4676

PARTNERSHIP AGREEMENT FORM

Contact information

1640 Rhode Island Ave. | phone: 202.423.2875
N.W. Washington, DC, 20036 | fax: 202.239.4217
www.hrc.org | ATTN: Mike Wilkinson

Company listed as: _____

Primary contact: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____ Website: _____

As part of our partnership, the HRC Dinner Team would like to contact the company's public relations team for cross-promotional opportunities, such as local media stories and social media announcements. Please list the appropriate name, phone number, and email for our contact.

Name: _____ Phone: _____ Email: _____

Partnership information

I agree to support the 2023 Greater New York Dinner at the following level:

- | | | | |
|---|---|------------------|--|
| <input type="checkbox"/> Presenting Sponsor — \$75,000* | <input type="checkbox"/> Emerald — \$25,000 | : :
or
: : | <input type="checkbox"/> General Table — \$4,900
(10 tickets; not including ticketing fees) |
| <input type="checkbox"/> Diamond — \$50,000 | <input type="checkbox"/> Ruby — \$15,000 | | |
| <input type="checkbox"/> Reception & Silent Auction Sponsor — \$35,000* | <input type="checkbox"/> Partner — \$10,000 | | |
| <input type="checkbox"/> Dinner After-Party Sponsor — \$30,000* | <input type="checkbox"/> Patron — \$5,000 | | |

Additional information

- We would prefer balcony seating
- Please share more information about opportunities to partner with HRC Greater NY on local events throughout the year, including event sponsorship and corporate volunteer team opportunities
- Tickets to complete your table: Number of seats _____ x \$490 each = _____ (not including ticketing fees)

Signature: _____ Date: _____ Title: _____

Payment information and terms

Payment in full (check or credit card) is requested with your signed Partnership Agreement Form.

- Payment enclosed — Please mail check to address listed above, ATTN: Mike Wilkinson.
- Credit card — Total partnership amount should be charged to the following card:
Card no. _____ Expiration date: _____ / _____ Sec. Code: _____
Printed name on card: _____ Signature: _____
- Invoice requested — Invoice will be sent to contact listed above. (Please mail check to address listed above, ATTN: Mike Wilkinson.)
Reference PO No: _____ (if applicable)

Please email completed form to sponsorship@hrcgreaterny.org or fax to 202.239.4217 (ATTN: Mike Wilkinson).

All payments must be received by January 27th, 2023. In an effort to ensure the safety and experience for our guests, HRC will require all attendees to be fully vaccinated prior to attending our events. We will also ask attendees to present proof of vaccination via the original card or a photograph (showing the entire card with the details fully legible.) Those who are not vaccinated and who cannot demonstrate proof will not be admitted into the event. As the COVID-19 public health emergency is an ever-evolving situation, HRC reserves the right to add, adjust and institute further attendance requirements as deemed necessary right up until the event begins. HRC will communicate any material changes to our policy, as we continue to monitor the CDC, state and local guidelines.

VIDEO & DIGITAL PROGRAM BOOK AD REQUIREMENTS

SOFTWARE AND FILE FORMATS

The HRC Greater New York Dinner digital program book is laid out in Adobe InDesign CS5. We accept the following file formats for ad submissions: .EPS, .AI, .PDF, or high-resolution .TIFF (300 dpi or more at size). We are unable to accept ads in other formats. Please observe the following details when preparing your files:

FONTS

All fonts must be embedded. We recommend against stylizing text with “false” bolds or italics, as this can cause unpredictable results on press. The best way to make sure there will be no font problems is to convert all type in the ad to outlines/curves/paths.

Minimum font size for black text should be 6 points; colored text should be at least 12 points; white text on a dark background should be at least 10 points.

COLOR

This year’s digital program book will be full color. The ad must be submitted as a CMYK high-resolution PDF or EPS file (minimum 300 dpi) with fonts outlined (preferred) or fonts embedded.

RESOLUTION

For best viewing results, we recommend a resolution on images in ads of 300 dpi. Lower resolutions will produce poor results.

SUBMISSION

Deadline for submission is January 6th, 2023. Email submission is preferred; 5Mb is the maximum size for email attachments. Larger files may be compressed (.zip), or may be submitted by uploading to a server and providing a download link. (File sharing servers are available online such as sharefile, yousendit or sendspace.)

DISCLAIMER

Files not created according to the above mechanical requirements will be modified or returned for resubmission, at the discretion of the production staff. We cannot be responsible for deadlines missed because of incorrectly submitted ad files.

VIDEO SPECS:

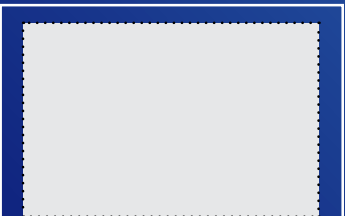
Downloadable electronic file (.mov, .mp4, quicktime, etc.)

1080p, 29.97 FPS

High-resolution H264 or Vimeo H264

FULL PAGE

LIVE AREA: 8.5" X 11"
BLEED SIZE: 9" X 11.5"
EPS, PDF, or
high-resolution TIFF



HALF PAGE

Live Area: 8" x 5.125"
No Bleed
EPS, PDF, or
high-resolution TIFF



QUARTER PAGE

Live Area: 3.875" x 5.125"
Bleed Size: 4.25" x 5.5"
EPS, PDF, or
high-resolution TIFF