

26TH ANNUAL COLUMBUS GALA DINNER

PROGRAM ADVERTISEMENT DIMENSIONS



AD PLACEMENT DEADLINE:
May 1, 2009

AD SUBMISSION

To ensure the best reproduction quality, electronic ad submissions are requested.

Ads submitted electronically must be formatted as high-resolution black and white PDF, EPS, or JPEG files. Files that have been stuffed to a size of eight megabytes or less can be emailed directly to brockleonti@gmail.com. Larger files and files that cannot be emailed should be supplied to your HRC advertising representative on a CD and should be accompanied by a clean laser printout for reference.

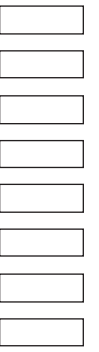
To answer any questions regarding the preparation of art, please contact Brock Leonti at (614)256-0501 or brockleonti@gmail.com.

Full Page
6.75" x 9.25"
\$500

Half Page
Horizontal
6.75" x 4.50"
\$325

Quarter Page
3.25" x 4.50"
\$200

Half Page Vertical
3.25" x 9.25"
\$325



26TH ANNUAL COLUMBUS GALA DINNER

ADVERTISING AND AUCTION KIT



HUMAN
RIGHTS
CAMPAIGN®

26TH ANNUAL COLUMBUS GALA DINNER

SPONSORSHIP / AUCTION / ADVERTISING



THE VALUE OF THE GLBT MARKET

In the past, most companies were fearful to openly address the specific needs of the gay, lesbian, bisexual, and transgender community, including their employees and customers. What would their straight customers think? How would their investors view it? Times have definitely changed.

Today, companies of all sizes demonstrate their understanding of the GLBT market and communicate that they can be good employers, community partners, and financial underwriters. Now is the time to demonstrate that your organization can be a good partner and to position your brand in front of this sophisticated and committed group of people. Additionally, your support gives you a positive and powerful advertising and public-relations tool that can help increase loyalty and sales to your company from this community. It's good business and it's good for business.

WHY SUPPORT THE HUMAN RIGHTS CAMPAIGN?

As the largest GLBT organization in the United States, the Human Rights Campaign provides a national voice on GLBT issues. HRC effectively lobbies Congress, mobilizes grassroots action in diverse communities, invests strategically to elect fair-minded public officials, and increases public understanding through innovative education and communication strategies.

HRC is a bipartisan organization that works to advance equality based on sexual orientation and gender expression and identity, to ensure that gay, lesbian, bisexual, and transgender Americans can be open, honest, and safe at home, at work, and in the community.

Support of HRC means support of your employees, your community, and your organization.

Follow the lead of companies like Ford, Nike, IBM, and American Airlines and support HRC.

OPPORTUNITIES TO SUPPORT THE HRC COLUMBUS DINNER

For the past 25 years, the local organization of HRC has held a gala dinner to raise funds for the national organization. This event is the largest GLBT event and one of the largest formal dinners in Columbus.

CORPORATE SPONSORSHIP

Each of the following levels of corporate sponsorship offers various incentives, such as tickets to the gala dinner, advertising in the program book, and logo placement. Please refer to the Corporate Sponsorship Card enclosed in this kit or contact:

Ron Guisinger
Corporate Sponsor Co-Chair
(614) 216-8365
HRCcorporatesponsor@googlegroups.com

SPONSORSHIP LEVELS

Presenting Sponsor	\$25,000 +
Champion Sponsor	\$15,000
Supporting Sponsor	\$10,000
Benefactor Sponsor	\$5,000
Patron Sponsor	\$2,500

PAST COLUMBUS CORPORATE SPONSORS

Abercrombie & Fitch
Bailey Cavalieri
Dooley & Company
Limited Brands
Nationwide
Time Warner
The Ohio State University
Vorys, Sater, Seymour
and Pease
Resource Interactive
Donatos
Mount Carmel

DONATE AN AUCTION ITEM

Another exciting way to get involved in the HRC gala dinner is to provide an item for auction. Your name or company name will be recognized when it is prominently displayed along with your donated auction item. Many generous businesses and individuals around central Ohio donate items that are auctioned off to raise money for HRC. This is a great way to show your support and to generate interest in your product or service.

The evening of the dinner begins with guests browsing table after table of enticing items, writing down bids, and even getting into "wars" to win a coveted prize at the silent auction. Popular items for the silent auction include furniture, home furnishings, and artwork, jewelry, personal care items, and apparel. Local restaurants have also added to the excitement by offering to prepare special dinner parties in the homes of the highest bidders. Gift baskets with a theme work very well to bring together a grouping of items to add interest.

Some basket ideas include:

Picnic in the park—use a picnic basket and add plates, napkins, flatware, and glasses, a bottle of wine and a corkscrew, plus a gift certificate to a local grocer for food and two lawn chairs.

Makeover—a salon can assemble a gift certificate for a cut and style along with shampoo, conditioner, spa products, and aromatic candles.

A night out—this basket could include a gift certificate for dinner, tickets to a movie or theater, a bottle of sparkling wine, two champagne flutes, and an overnight stay at a downtown hotel.

Gardening basket—use a small wheelbarrow and fill it with bulbs, gardening gloves, a watering can, a garden hose, and gardening tools.

These are just a few of the many themes that can be used. Have fun and use your imagination—the sky's the limit. (For donated items valued at less than \$100, we reserve the right to bundle several together into one basket to increase the interest and value.)

PROGRAM ADVERTISING

The dinner program provides a great opportunity to present your advertising message and to show your support to the hundreds of people in attendance. We offer many options.

ADVERTISING RATES

Ad Type	Size	Rate
Full Page	6.75" x 9.25"	\$500
Half Page Horizontal	6.75" x 4.50"	\$325
Half Page Vertical	3.25" x 9.25"	\$325
Quarter Page	3.25" x 4.50"	\$200

TAKE ADVANTAGE OF OUR BONUS OFFER!

Get a free ad in the program when you donate an auction item at the following levels:

- Donate an auction item with a retail value of \$500 to \$749 and get a free quarter page ad in the program.
- Donate an auction item with a retail value of \$750 to \$999 and get a free half page ad in the program.
- Donate an auction item with a retail value of \$1,000 or more and get a free full page ad in the program.

Please see the back of this brochure for ad specifications and sizes.

A SAMPLING OF NATIONAL CORPORATE SPONSORS

