



# EQUALITY ILLINOIS

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**2015 Gala**  
February 14, 2015

**Hilton Chicago**  
720 South Michigan  
Chicago

**Premier Reception**  
February 13, 2015

**Bernard Cherkasov**  
*Chief Executive Officer*  
**Angelo Barone**  
*Director of Finance & Administration*  
**Patty Dillon**  
*Director of Field Operations*  
**Michael Nordman**  
*Director of Development*  
**Mitchell Locin**  
*Communications Liaison*  
**Chris Huaracha**  
*Operations/Administration Coordinator*  
**Bill Stadt**  
*Gala Coordinator*

## 2015 Gala Corporate Sponsorship Levels

Level	Amount	Benefits
<b>Platinum Presenting Sponsor</b> (limited number)	<b>Upon Request</b>	<ul style="list-style-type: none"> <li>Premium full page ad placement in commemorative program book (inside or back cover)</li> <li>"Best Seat in the House" – 2 Platinum VIP Tables for 10 within the 2 rows closest to the stage</li> <li>Guest Admission to exclusive Premier Reception (Friday, February 13, 2015)</li> <li>Recognition in all media and promotional materials as Platinum Presenting Sponsor</li> <li>Recognition at each Gala-related event as a Platinum Presenting Sponsor</li> <li>Corporate information table on site upon request</li> <li>Primary recognition (logo placement) on over 10,000 invitations</li> <li>Name recognition in all Gala press releases</li> <li>Banner recognition on the Equality Illinois website for the two months leading to the Gala</li> <li>Primary recognition (logo placement) on 250 posters in Chicago retail and service establishments (for sponsor committing prior to October 1, 2014)</li> <li>Primary recognition (logo placement) in all Gala ads prior to the event (est. circulation: 100,000)</li> <li>Linked logo placement on annual Gala page at <a href="http://www.eqil.org">www.eqil.org</a> through February 2015</li> <li>Linked name recognition in at least three Gala e-blasts to 50,000 people through February 2015</li> <li>Recognition in Equality Illinois' annual report distributed to 50,000 people</li> <li>Additional exposure opportunities at Equality Illinois events (as available)</li> <li>Recognition integrated into event ('looping' sponsorship video, signage, podium announcement)</li> </ul>
<b>Gold Sponsor</b>	<b>\$15,000</b>	<ul style="list-style-type: none"> <li>Premium full-page ad in commemorative program book</li> <li>Premium Table for 10 near the stage</li> <li>Guest Admission to exclusive Premier Reception (Friday, February 13, 2015)</li> <li>Banner recognition on the Equality Illinois website for the two months leading to the Gala</li> <li>Logo placement on 250 posters in Chicago retail and service establishments (for sponsor committing prior to October 1, 2014)</li> <li>Logo placement in all Gala ads prior to the event (est. circulation 100,000)</li> <li>Linked logo placement on annual Gala page at <a href="http://www.eqil.org">www.eqil.org</a> through February 2015</li> <li>Linked name recognition in at least two Gala e-blasts to 50,000 people through February 2015</li> <li>Recognition in Equality Illinois' annual report distributed to 50,000 people</li> <li>Additional exposure opportunities at Equality Illinois events (as available)</li> <li>Recognition integrated into event ('looping' sponsorship video, signage, podium announcement)</li> </ul>
<b>Silver Sponsor</b>	<b>\$10,000</b>	<ul style="list-style-type: none"> <li>Full-page ad in commemorative program book</li> <li>Premium Table for 10 in the front of the room</li> <li>Guest Admission to exclusive Premier Reception (Friday, February 13, 2015)</li> <li>Linked logo placement on annual Gala page at <a href="http://www.eqil.org">www.eqil.org</a> through February 2015</li> <li>Linked name recognition in at least one Gala e-blast to 50,000 people through February 2015</li> <li>Recognition in Equality Illinois' annual report distributed to 50,000 people</li> <li>Additional exposure opportunities at Equality Illinois events (as available)</li> <li>Recognition integrated into event ('looping' sponsorship video, signage, podium announcement)</li> </ul>
<b>Bronze Sponsor</b>	<b>\$5,000</b>	<ul style="list-style-type: none"> <li>Half-page ad in commemorative program book</li> <li>Two guests' admission to Gala; two guests' admission to exclusive Premier Reception (Friday, February 13, 2015)</li> <li>Recognition in Equality Illinois' annual report distributed to 50,000 people</li> <li>Recognition integrated into event ('looping' sponsorship video, signage, podium announcement)</li> <li><b>UPGRADE TO BRONZE SELECT:</b> an additional \$2,400 to get a full Table for 10 and Guest Admission for 10 to the exclusive Premier Reception (Friday, February 7, 2014)</li> </ul>

**Businesses and Corporations** purchasing a Platinum VIP Table (10 guests) at \$5,000, a Premium Table (10 guests) at \$4,000 or a Standard Table (10 guests) at \$3,000 will be listed among the Table Captains in the Program Book.