



EQUALITY ILLINOIS

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2016 Gala
 February 6, 2016

Hilton Chicago
 720 South Michigan
 Chicago

Premier Reception
 February 5, 2016

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

2016 Gala Corporate Sponsorship Levels

Level	Amount	Benefits
Platinum Presenting Sponsor (limited number)	Upon Request	<ul style="list-style-type: none"> Premium full page ad placement in commemorative program book (inside or back cover) "Best Seat in the House" – 2 Platinum VIP Tables for 10 within the 2 rows closest to the stage Guest Admission to exclusive Premier Reception (Friday, February 5, 2016) Recognition in all media and promotional materials as Platinum Presenting Sponsor Recognition at each Gala-related event as a Platinum Presenting Sponsor Corporate information table on site upon request Primary recognition (logo placement) on over 10,000 invitations Name recognition in all Gala press releases Banner recognition on the Equality Illinois website for the two months leading to the Gala Primary recognition (logo placement) on 250 posters in Chicago retail and service establishments (for sponsor committing prior to October 1, 2015) Primary recognition (logo placement) in all Gala ads prior to the event (est. circulation: 100,000) Linked logo placement on annual Gala page at www.eqil.org through February 2016 Linked name recognition in at least three Gala e-blasts to 50,000 people through February 2015 Recognition in Equality Illinois' annual report distributed to 50,000 people Additional exposure opportunities at Equality Illinois events (as available) Recognition integrated into event ('looping' sponsorship video, signage, podium announcement)
Gold Sponsor	\$15,000	<ul style="list-style-type: none"> Premium full-page ad in commemorative program book Premium Table for 10 near the stage Guest Admission to exclusive Premier Reception (Friday, February 5, 2016) Banner recognition on the Equality Illinois website for the two months leading to the Gala Logo placement on 250 posters in Chicago retail and service establishments (for sponsor committing prior to October 1, 2015) Logo placement in all Gala ads prior to the event (est. circulation 100,000) Linked logo placement on annual Gala page at www.eqil.org through February 2016 Linked name recognition in at least two Gala e-blasts to 50,000 people through February 2016 Recognition in Equality Illinois' annual report distributed to 50,000 people Additional exposure opportunities at Equality Illinois events (as available) Recognition integrated into event ('looping' sponsorship video, signage, podium announcement)
Silver Sponsor	\$10,000	<ul style="list-style-type: none"> Full-page ad in commemorative program book Premium Table for 10 in the front of the room Guest Admission to exclusive Premier Reception (Friday, February 5, 2016) Linked logo placement on annual Gala page at www.eqil.org through February 2016 Linked name recognition in at least one Gala e-blast to 50,000 people through February 2016 Recognition in Equality Illinois' annual report distributed to 50,000 people Additional exposure opportunities at Equality Illinois events (as available) Recognition integrated into event ('looping' sponsorship video, signage, podium announcement)
Bronze Sponsor	\$5,000	<ul style="list-style-type: none"> Half-page ad in commemorative program book Two guests' admission to Gala; two guests' admission to exclusive Premier Reception (Friday, February 5, 2016) Recognition in Equality Illinois' annual report distributed to 50,000 people Recognition integrated into event ('looping' sponsorship video, signage, podium announcement) UPGRADE TO BRONZE SELECT: an additional \$2,400 to get a full Table for 10 and Guest Admission for 10 to the exclusive Premier Reception (Friday, February 5, 2016)

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.