


HETRICK-MARTIN



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Hetrick-Martin Institute 2017 Emery Awards



H M I

Monday, November 6, 2017
Cipriani Wall Street



HETRICK-MARTIN INSTITUTE
EMPOWERMENT, EDUCATION & ADVOCACY FOR LGBTQ YOUTH

About The Emery Awards

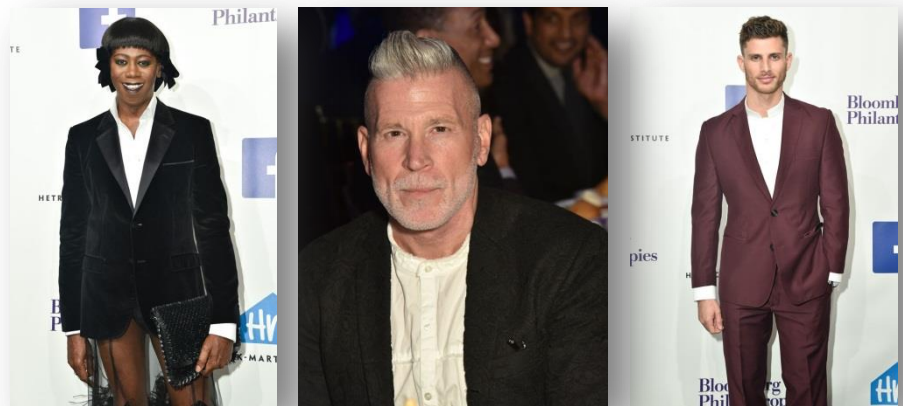
Overview

Every year, Hetrick-Martin Institute (HMI) produces its annual Emery Awards gala that honors those who exemplify our mission of providing a safe and supportive environment for all young people regardless of their sexual orientation or gender identity. We recognize advocates who demonstrate outstanding leadership within the LGBTQ community and those who work to address some of the most critical issues affecting our youth, namely HIV & AIDS prevention, housing and homelessness support, education, health & wellness and hunger prevention.

Past honorees include: Mary-Louise Parker; Hilary Swank; George Takei; Andy Cohen; Chris Salgado; Fergie; Arianna Huffington; Dustin Lance Black; Senator Cory Booker; Chelsea Clinton; Mayor Michael Bloomberg; HBO; Macy's; Ralph Lauren; Wells Fargo; MAC AIDS; MTV; Facebook.

Who Attends

Year after year, approximately 1,000 people gather on one night to raise desperately needed funds for disadvantaged LGBTQ youth. The audience includes some of the best and brightest from the fashion, entertainment, media, political, business and finance sectors. They are our top-level donors who are among New York's upper echelon of philanthropists and social leaders. Funds raised from the Emery Awards usually amount to 20% of HMI's yearly operating revenue. The success of each Emery Awards is crucial to the thousands of youth we engage with each year.





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Who We Are

&

What We Do

About Hetrick-Martin Institute

Hetrick-Martin Institute (HMI) believes all young people, regardless of sexual orientation or identity, deserve a safe and supportive environment in which to achieve their full potential. HMI is an accessible and welcoming after-school community.

HMI provides LGBTQ youth ages 13 through 24, and their families with counseling, case management, mental health assessment, academic enrichment and remedial tutoring, arts and culture, health and wellness training, job readiness skills and college application guidance and support.

Through HMI's Center for LGBTQ Youth Advocacy & Capacity Building program, HMI uses its expertise to create innovative and customized models for other organizations to use, expanding its sphere of influence beyond the Metro New York area.

HMI Youth Programs & Support Services

Academic Enrichment

Arts & Culture

Job Readiness

Health & Wellness

Homeless Youth Services

Member Navigation

Counseling & Case Management

- Outreach to over 10,000 LGBTQ homeless youth
- The HMI Café and pantry serves over 11,000 meals and provides emergency supplies of food, water, and clothing to young people living in shelters
- Enrolls over 600 young people in HSE programming and job readiness training Center for LGBTQ Youth Advocacy and Capacity
- We are working with politicians and government agencies to create policies that support, protect, and empower LGBTQ youth
- We are conducting trainings, better educating organizations and institutions like hospitals, schools, police departments, and homeless shelters, on how to interact with LGBTQ youth in a supportive and positive way



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BENEFITS OF GIVING

Help provide for our nation's youth so they can realize their leadership potential

- Meet your corporate philanthropic / civic responsibilities.
- Help provide our nation's youth with the skills to realize their leadership potential and become productive and participatory citizens.
- Give your employees volunteer opportunities that meet your company's philanthropic goals.
- HMI can create customized comprehensive marketing plan to promote your brand to our loyal constituency.
- Gain exposure with a highly-desirable consumer group.
- Our supporters will recognize your company's commitment to the LGBTQ community.
- Your corporate name or logo will appear on all event signage, including invitation, press releases, coverage in local and national magazines, and the HMI website.*

*Offer dependent on commitment date and sponsorship level





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HMI Corporate & Foundation Supporters

\$100,000+

Bloomberg, LP
Booth Ferris Foundation
Elton John AIDS Foundation
H. van Ameringen
Foundation
The Healthcare Foundation
of New Jersey
MAC AIDS Fund
New York Women's
Foundation
The New York Community
Trust
Robin Hood Foundation

\$50,000+

BMW Group
The David Geffen Foundation
Facebook
Fossil Foundation
Hedge Funds Care, Inc / Help for
Children
Jeffrey Fashion Cares
Kathryn J. Dinardo Fund
L'Oreal
The Moody's Foundation
PARC Foundation
Ralph Lauren Foundation
Roddick Foundation
Tides Foundation
Verizon Foundation
Yabu Pushelberg

\$25,000+

Arconic Foundation
Bank of America Charitable
Foundation
Budget Bolt, Inc.
Coach Foundation Inc.
Consolidated Edison
The Frances L. & Edwin L.
Cummings Memorial Fund
Fore Scout Technologies, Inc.
Kiehl's
Macy's
The Palette Fund
The Research Foundation for
State University of New
York
Topson Downs
Wells Fargo



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HMI Corporate & Foundation Supporters

\$10,000+

Broadway Cares/Equity Fights AIDS
Build America Mutual Assurance Company
Community Foundation of New Jersey
DIFFA
Estate of Melvin Polisher
G-III Apparel Group, Ltd.
Gilead Sciences
Haddad Apparel Group, LTD
Harry S. Black & Allon Fuller Fund
HBO
The Helene Foundation
The Horizon Foundation for New Jersey
Institute of International Education

The Kors Le Pere Foundation
Lafayette-Astor Associates, LLC
Moody's Corporation
New York Life Insurance
Newark Trust for Education
The Peaceman Foundation
Polo Ralph Lauren Foundation
Royal Bank of Canada
S&P Global Inc.
Schwinghammer Lighting LLC
Shulman Family Foundation
Steve Madden, Ltd.
The Ted Snowdon Foundation
Time Warner, Inc.
Viacom International
Wells Fargo Advisors, LLC

\$5,000+

24 Seven
Amalgamated Bank
Arcus Foundation
Barry's Bootcamp
Calvin Klein
CBS
Covenant House
Credit Suisse Foundation
Credit Suisse LLC
Drake Design II, Inc.
Erno Laszlo
GQ
Gucci America, Inc.
Hakanson Productions
The Hyde and Watson Foundation
Levi Strauss & Co.
The LGBTQ Focus Foundation
MasterCard
Mediavest | Spark
MUFG Foundation
Mystic, Inc
NBCUniversal
Newark Mentoring Movement, Inc.
Newmark & Company Real Estate, Inc.
The Only.Agency
Perkins Coie, LLC
Turner Broadcasting System, Inc.
UBS
Versace



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LGBTQ Community and Purchasing Power

Galileo Capital Management's LGBT Capital arm conducts studies to evaluate the spending power of the LGBT community globally. The group estimated that **LGBT spending power annually in the U.S. was \$900 billion, and 3.7 trillion globally.**
- Sun Times Network

One in four LGBTQ adults say they have switched products and service providers because they found a competing company that supports causes that benefit the LGBTQ community

75% of gay men and lesbians are likely to remain loyal to a brand they perceive to be friendly and supportive of the LGBT community, even when less friendly companies offer lower prices or are more convenient

58% of gay men and lesbians are more likely to purchase products and services from companies that market directly to gays and lesbians



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PREMIER SPONSOR - \$125,000

Distinct Benefits

- Hetrick-Martin staff will provide your company with an advocacy, capacity building diversity training
 - Details to be determined

Advertising & Promotion

- Full-page, full color ad with premier placement in event journal
 - Estimated distribution: 1,000
- Logo and/or name on the following:
 - Electronic event invitation
 - Estimated distribution: 6,000
 - VIP Event Invitation
 - Estimated distribution: 1,200
 - Acknowledgment during event onstage by host or similar
 - Event slideshow - logo or brief video
 - Event signage
 - Media alerts
 - Press releases
 - Branding on step and repeat
 - Up to 4 guests to walk the red carpet
 - Print and digital advertising
- Opportunity for reciprocal link on Hetrick-Martin website
 - Monthly average hits: 6,000
- Listing on HMI's website as a \$125,000+ Corporate Supporter
- Listing in 2017 Annual Report as Corporate Sponsor

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PREMIER SPONSOR - \$125,000

Hospitality

- 30 all-inclusive tickets
 - Three VIP tables with lead placement for dinner
 - Premium wine or champagne at each table
 - Access to cocktail reception
 - Access to After Party

Additional Opportunities

- Live address to guests at the event
- Branded marketing/sampling at the event
 - Associated costs responsibility of Sponsor
- Thank you gift item for all attendees
 - Associated costs responsibility of Sponsor
- Follow-up mailing to all invitees in accordance with Hetrick-Martin policies



HETRICK-MARTIN INSTITUTE
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PRESENTING SPONSOR - \$100,000

Distinct Benefits

- Hetrick-Martin staff will provide your company with an advocacy, capacity building diversity training
 - Details to be determined

Advertising & Promotion

- Full-page, full color ad with premium placement in event journal
 - Estimated distribution: 1,000
- Logo and/or name on the following:
 - Electronic event invitation
 - Estimated distribution: 6,000
 - VIP Event Invitation
 - Estimated distribution: 1,200
 - Acknowledgment during event onstage by host or similar
 - Event slideshow - logo displayed
 - Event signage
 - Media alerts
 - Press releases
- Branding on step and repeat
- Up to 2 guest to walk the red carpet
- Opportunity for reciprocal link on Hetrick-Martin website
 - Monthly average hits: 6,000
- Listing on HMI's website as a \$100,000+ Corporate Supporter
- Listing in 2017 Annual Report as Corporate Sponsor

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PRESENTING SPONSOR - \$100,000

Hospitality

- 20 all-inclusive tickets
 - Two VIP tables with lead placement for dinner
 - Premium wine or champagne at each table
 - Access to cocktail reception
 - Access to After Party

Additional Opportunities

- Branded marketing/sampling at the event
 - Associated costs responsibility of Sponsor
- Thank you gift item for all attendees
 - Associated costs responsibility of Sponsor



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PLATINUM SPONSOR - \$75,000

Advertising & Promotion

- Full-page, full color ad in event journal
 - Estimated distribution: 1,000
- Logo and/or name on the following:
 - Electronic event invitation
 - Estimated distribution: 6,000
 - VIP Event Invitation
 - Estimated distribution: 1,200
 - Acknowledgment during event onstage by host or similar
 - Event slideshow - logo displayed
 - Event signage
 - Media alerts
 - Press releases
- Opportunity for reciprocal link on Hetrick-Martin website
 - Monthly average hits: 6,000
- Listing on HMI's website as a \$75,000+ Corporate Supporter
- Listing in 2017 Annual Report as Corporate Sponsor

Hospitality

- 10 all-inclusive tickets
 - One VIP table with premium placement for dinner
 - Premium wine at your table
 - Access to cocktail reception
 - Access to After Party



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GOLD SPONSOR - \$50,000

Advertising & Promotion

- Full-page, full color ad in event journal
 - Estimated distribution: 1,000
- Text listing on the following:
 - Electronic event invitation
 - Estimated distribution: 6,000
 - VIP Event Invitation
 - Estimated distribution: 1,200
 - Event slideshow - text listing displayed
- Listing on HMI's website as a \$50,000+ Corporate Supporter
- Listing in 2017 Annual Report as Corporate Sponsor

Hospitality

- 10 all-inclusive tickets
 - One VIP table with premium placement for dinner
 - Access to cocktail reception
 - Access to After Party



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SILVER SPONSOR - \$30,000

Advertising & Promotion

- Half page, full color ad in event journal
 - Estimated distribution: 1,000
- Text listing on the following:
 - Electronic event invitation
 - Estimated distribution: 6,000
 - VIP Event Invitation
 - Estimated distribution: 1,200
 - Event slideshow - text listing displayed
- Listing on HMI's website as a \$30,000+ Corporate Supporter
- Listing in 2017 Annual Report as Corporate Sponsor

Hospitality

- 10 all-inclusive tickets
 - One VIP table with preferred placement for dinner
 - Access to cocktail reception
 - Access to After Party



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BRONZE SPONSOR - \$20,000

Advertising & Promotion

- Half page, full color ad in event journal
 - Estimated distribution: 1,000
- Text listing on the following:
 - Electronic event invitation
 - Estimated distribution: 6,000
 - VIP Event Invitation
 - Estimated distribution: 1,200
 - Event slideshow - text listing displayed
- Listing on HMI's website as a \$20,000+ Corporate Supporter

Hospitality

- 10 all-inclusive tickets
 - One VIP table with general placement
 - Access to cocktail reception
 - Access to After Party



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Sponsor Agreement Form

Name of Corporation/Individual Sponsor: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Email: _____

Name(s) exactly as you wish it/them to appear on event materials

_____ Premier Sponsor: \$125,000	_____ Gold Sponsor: \$50,000
_____ Presenting Sponsor: \$100,000	_____ Silver Sponsor: \$30,000
_____ Platinum Sponsor: \$75,000	_____ Bronze Sponsor: \$20,000

Method of Payment

____ Enclosed is a check made payable to Hetrick-Martin Institute in the amount of \$_____

____ Please charge by credit card (circle one): Amex Visa MasterCard Discover

Card Number: _____ Expiration Date: _____ Sec Code: _____

Authorized Signature: _____

PLEASE RETURN FORM TO MICHAEL SNIDER, MSNIDER@HMI.ORG | 212.674.2600 x231
2 Astor Place, New York, NY 10003