

hoptown.org/hrc



HUMAN RIGHTS COMMISSION OF
HOPKINSVILLE - CHRISTIAN COUNTY

2022-2023

RESOURCE CAMPAIGN

HRC | 715 S. VIRGINIA ST. | HOPKINSVILLE, KY 42240
270-887-4010 | HRC@HOPKINSVILLEKY.US



Why a Resource Campaign?

HRC has been serving our community since 1963. A resource campaign will allow HRC to be more efficient in several ways to include programming, community engagement, networking, and advocacy.

Why Sponsor?



Sponsorships put your brand visuals in front of large audiences who haven't heard of your business. Customers love brands that care about spreading positive messages, standing in solidarity for the rights of all people, and helping our community. A recent study by [EventTrack](#) found that for consumers, the top 3 advertising methods to understand product benefits are company website (44%), events & experiences (**41%**), and company brick & mortar (29%). Partnering with HRC can draw lasting support to grow your reputation in our community.

Return on Investment

Our events speak to the heart and compassion of our community. We seek to unify and build a community with mutual understanding and respect. HRC is looking at ways to share an opt-in list of attendees and virtual visibility on HRC social media platforms and websites with active redirecting links to your organization.

Unity Breakfast

The 48th Annual Unity Breakfast is hosted on the 4th Thursday in October. This year the Unity Breakfast will be held on Thursday, October 27, 2022. This year's theme is "**Light Up the World with Kindness.**" with a keynote address by Lt. Lindsey Galabeas of Hopkinsville Salvation Army.

This breakfast projects over 500 in attendance from area leaders, businesses, dignitaries, investors, and directors.

We recognize community members throughout Hopkinsville Christian County for their efforts in building a community worth living in that unites people. We also hold week-long activities with further visibility.

Thursday, October 27, 2022



Levels of Opportunity

2022 Platinum Level \$4,000

Three (3) reserved tables – seating 8 per table; Full Page Color Ad; Placement of logo at the event; Media acknowledgments; and one (1) year display of sponsorship on the HRC website. Three hours of diversity training.

2022 Gold Level \$2,000

Two (2) reserved tables – seating 8 per table; ½ Page Color Ad; Placement of logo at the event; Media acknowledgments; and one (1) year display of sponsorship on the HRC website. Two hours of diversity training.

2022 Silver Level \$1,000

One (1) reserved table – seating 8 per table; ½ Page Color Ad; Placement of logo at the event; and one (1) year display of sponsorship on the HRC website. One hour of diversity training.

2022 Table Sponsorship \$160

Receive recognition in the program under table sponsorship list. Table seats 8.

Program Advertising

1 full-page \$75

1/2 page \$50

1/4 page \$30

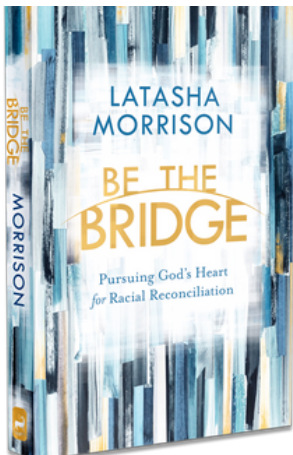
limited spaces available





Building Bridges

A 10-SESSION BLUEPRINT FOR THE COLLECTIVE JOURNEY TOWARD
RACIAL RECONCILIATION



Levels of Opportunity

Compassion Engineer Sponsor \$700

Receives recognition on materials and supplies purchased to include Sponsor name and logo. Logo on website and recognized at all events and the annual report. Opportunity to welcome members at the dinner.

Bridge Builder Dinner \$400

Sponsor recognized at fellowship dinner. Logo on the website and opportunity to welcome members at the dinner.

BE *the* **BRIDGE**



HELD DURING A HUMAN RIGHTS MONTH

Levels of Opportunity

Presenting Sponsor - The Librarian \$2,000

Sponsor name and logo displayed in all event marketing materials and social media. Name and logo displayed on the event signage.

Reception Sponsor - The Archivist \$1,000

The sponsor's name and logo are displayed on the event signage and marketing. In addition, food for Human Book volunteers and staff will show your name and logo.

Signature Sponsor - The Patron \$200

Sponsor name and logo displayed during the event and marketing.





Programs, Events, and Projects

Black History Trivia Bowl

Held since 1992, the annual Black History Trivia Bowl offers the region's youth an opportunity to celebrate African Americans' achievements over our country's history. Young people from middle and high schools, churches, and community groups are encouraged to join the double-elimination tournament. Teams of four students will compete for first, second, and third place.

Reception Sponsor \$300 - Name/logo displayed in all marketing materials and at the reception area and one year display on HRC website.

Award Sponsor \$200 - Name/logo displayed in all marketing materials and recognition during the award ceremony.

Black History Trivia Night

The first virtual Black History Trivia Night occurred in February 2021 due to social distancing during the COVID-19 global pandemic. Host an in-person trivia night with teams open to all.

Presenting Sponsor \$400

Recognition, signage, and display table at the event. Opportunity to provide a promotional gift.

Awards Sponsor \$100 (5 available)

Recognition, signage, and display table at the event. Awards will contain the name/logo of the sponsor.

Teams \$25

Team up to five (5) players to compete for their knowledge of Black history.

Heritage/Celebrations Calendar

- Rev. Dr. Martin Luther King, Jr Day
- 40 Days of Peace
- Black History Month (Feb.)
2023 Theme: Black Resistance
- World Interfaith Harmony Week - 1st week in Feb.
- Women's History Month (Mar.)
- Irish American Heritage (Mar.)
- Hopkinsville International Festival (Mar.)
- Fair Housing Month (Apr.)
- Asian American Pacific Islander Month (May)
- Pride Month (Jun.)
- Juneteenth - June 19th
- Fourth of July - Independence Day
- Eighth of August - Emancipation Celebration
- Hispanic Latin Heritage Month (Sep.15 - Oct. 15)
- Italian American Heritage Month (Oct.)
- Unity Breakfast (Oct.)
- Native American Heritage Month (Nov.)
- Human Rights Month (Dec.)



Women's History Month Celebration

During March, the Hopkinsville Human Rights Commission celebrates Women's History Month. It sponsors activities that pay tribute to women who have contributed much to our community.

The **"GIVE \$10 ASK 10"** campaign is a fundraiser sponsored by HRC for the "Women Educating Women" five hundred (\$500) dollar scholarship. This fundraiser is held to help a deserving woman in Christian County further her education. Donations are accepted all year long and are tax-deductible.

"Fannie Bronson Postell Woman of the Year Award"

This award recognizes a woman (or group of women) in the community whose actions and activities affect changes in the foundation of our community.

Celebration Event

HRC hosts a program to announce the woman of the year award and scholarship recipient. In 2023, the PEP committee will host a tablescape competition to allow guests to decorate and auction the festival of tables.

2023 Presenting Sponsor \$1,000

Two (2) reserved tables – seating 10 per table. Place the logo at the event, media acknowledgments, and one (1) year sponsorship display on the HRC website.

2023 Award Sponsor \$500

One (1) reserved table – seating 10 per table. Place the logo at the event, media acknowledgments, and one (1) year sponsorship display on the HRC website.

2023 Empowering Women Leadership \$100

Two (2) seats for the event. Recognition at the event and name listed as scholarship donor.

2023 Tablescape Sponsor \$200

Four (4) seats for the event. Recognition at the event and one (1) year sponsorship display on the HRC website.



Annual Meeting Gala

We proudly announce that our Annual Meeting Gala will be a formal attire evening event to review HRC's annual highlights and pass the mantle to new leadership.

2023 Equity Partner \$2,500

Three (3) reserved tables – seating 10 per table; Full Front Page Color Ad; Placement of logo at the event; Media acknowledgments; and one (1) year display of sponsorship on the HRC website. Three hours of diversity training.

2023 Champion Partner \$1,500

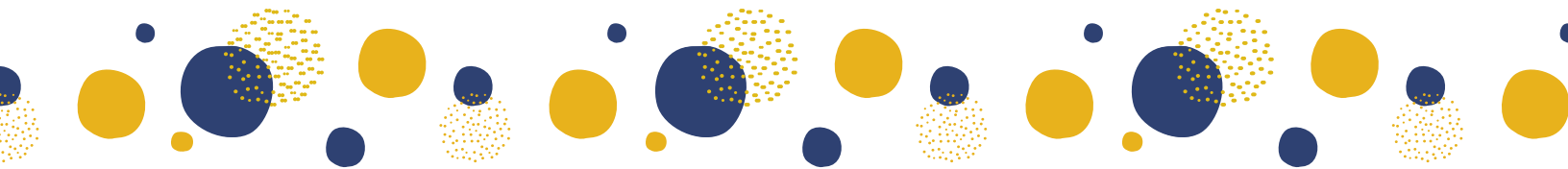
Two (2) reserved tables – seating 10 per table; Full Back Page Color Ad; Placement of logo at the event; Media acknowledgments; and one (1) year display of sponsorship on the HRC website. Two hours of diversity training.

2023 Advocate Partner \$500

One (1) reserved table – seating 10 per table; ½ Page Color Ad; Placement of logo at the event; and one (1) year sponsorship display on the HRC website. One hour of diversity training.

2023 Human Rights Supporter \$200

Two (2) seats and a 1/4 page Color Ad with recognition at the event.



Diversity Training

BUILDING AN INCLUSIVE COMMUNITY

Our goal is to cultivate a culture that builds equity for all with our diversity and inclusion training.

TOPICS COVERED

- Who is HRC, and what do they do
- Breakdown of Diversity and Inclusion
- What is Unconscious Bias
- Culture of Belonging
- Fair Housing Laws
- EEO laws and more...



Please contact our office for more information to help facilitate your next diversity training.



= PEACE



= LOVE



= HUMAN RIGHTS