

SPONSORSHIP OPPORTUNITIES



BETTER
BROTHERS
LOS ANGELES
Truth Awards

IN ASSOCIATION WITH



WHO WE ARE.

The DIVA Foundation, founded in 1990 by Tony nominated actress and HIV/AIDS advocate Sheryl Lee Ralph, is a 501(c)3 non-profit organization created as a living memorial to the many friends she lost to HIV/AIDS as an original cast member of the Broadway musical DREAMGIRLS, and because of her concern for the threat HIV/AIDS posed to women and children. Over the years, the DIVA Foundation has worked to break the silence and erase the stigma still connected to HIV/AIDS and encourage people to get tested in order to know their HIV status.

Better Brothers Los Angeles was created to provide opportunities for Black Gay Men to network, socialize and be BETTER – at Life, Love and Community. Developing a sense of community has been a challenge for Black Gay Men given the cultural and religious opposition to our orientation. As those challenges have receded in mainstream society, they still present significant difficulties and constrain a sense of well-being for Black Gay Men and Women within the black community. Better Brothers Los Angeles has organized cultural, recreational, and social/networking events.

The DIVA Foundation and Founder Sheryl Lee Ralph is especially pleased to be able to partner with Better Brothers Los Angeles. We both believe a healthy black community – one where individuals are allowed to live their truth free of shame and stigma, and are recognized as equal and rightful members of the community – is a critical piece in the fight to end HIV/AIDS.



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WHAT WE WILL ACHIEVE.

The Truth Awards represents an unprecedented opportunity to highlight the contributions of openly gay Black men and women. The award embodies our belief that members of the Black Gay community who embrace and live their truths should be recognized and honored. Along with our allies, they represent the very best in our community and serve as examples to us all.

The goal of the Truth Awards is to increase the awareness of Black Gay men and women, and highlight their contributions in life, career, and mainstream culture. This annual event will also provide funding for a college scholarship to be given to a promising Black LGBT youth. While recognizing members of the community, we also want to encourage youth to pursue educational opportunities while being true to themselves.



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HONOREES:

LIFETIME ACHIEVEMENT AWARD

- **Stanley Bennett Clay**
Actor, author, journalist, producer, playwright, and publisher
- **Jewel Thais-Williams**
Founder of Catch One Disco – oldest black gay club in the US

ADVOCATE AWARD

- **Vallerie Wagner**
Chief Operating Officer, AIDS Project Los Angeles. Advocate for HIV/AIDS prevention and educations for men and women of color
- **Dr. Wilbert C. Jordan**
Founder of the Oasis Clinic and architect of groundbreaking work treating HIV/AIDS patients

PHILANTHROPY AWARD

- **Wendell James**
Community philanthropist and Cast member OWN's "Raising Whitley"

CULTURE & ARTS AWARD

- **Deondray & Quincy Gossfield**
Writers, Producers and Creators of "DL Chronicles"

PASSING THE TORCH AWARD

- **Benjamin Cory Jones**
Writer ABC Family's "Chasing Life", Amazon's "Hand of God" and new HBO series creator

MENTOR AWARD

- **Dr. Tenika Jackson**
License Clinical Psychologist and community mentor
- **Steph Thomas/Glen Lawrence**
Celebrated community mentors and life-long couple

COURAGE AWARD

- **B. Slade**
Critically acclaimed Grammy-nominated producer, writer and singer
- **Darren "Buttah Man" Brin**
Critically acclaimed Music Director at BET's 106th & Park



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WHY WE DO THIS.

The development of a “common life” that includes the Black LGBTQ community and the larger Black community is challenged by religious/cultural norms that limit open and honest discussions about sexuality and masculinity. This void is sometimes filled with stereotypes and preconceived perceptions that then come to define individuals and their life. These preconceptions also impact the ability of individuals to thrive and lessens their ability to contribute to the good of the whole community.

We believe that by highlighting examples of courage and leadership, we help refocus the prism through which we are seen and perceived. We hope this highlighted presence will inform future discussions and provide a richer context for those discussions within the Black community.

“The good we secure for ourselves is precarious and uncertain until it is secured for all of us and incorporated into our common life.”

—Jane Addams



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PROCEEDS

Funds raised as a result of your support will assist The DIVA Foundation and its partnership with Better Brothers LA with several initiatives. These initiatives are all aimed at the total individual and shore up our core belief that by affirming and recognizing the total person – educationally, financially, physically, and socially – we increases their ability to move confidently in society and better cope with challenges.

These initiatives include:

- Greater exposure to educational opportunities for Black LGBTQ Youth. A Book Scholarship will be awarded at the Truth Award Gala.
- Partnering with financial institutions to support the financial health of Black LGBTQ individuals.
- Supporting and communicating total health & wellness information to LGBTQ individuals.
- Providing facilitated discussions and information around healthy relationship development.



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BECOME A SPONSOR.

PLATINUM SPONSORSHIP \$10,000 (only one available)

- Acknowledgement as the Platinum Sponsor with company logo and/or name to be displayed prominently on Screens during Truth Awards Gala and Dinner
- Acknowledgement as the Platinum sponsor on event signage throughout the venue
- Acknowledgement during the Truth Awards program opening and closing remarks
- A table for ten (10) at the gala dinner in a prime location
- Complimentary valet service for table guests
- Hosted Cocktail Reception
- 10 Gift Bags
- A Full-page color advertisement in the Truth Awards Gala Souvenir Program
- Company logo featured on step and repeat/press wall for Red Carpet Arrival Photos
- Company logo featured on dinner tickets
- Company logo featured on name cards
- Opportunity (where appropriate) to showcase the company's products at the Gala Dinner
- Company Name/Logo on all media relations material prior to and after the event
- Company Name/Logo included on Truth Awards Website with a hyperlink to the sponsor's website



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BECOME A SPONSOR.

GOLD SPONSORSHIP \$5,000

- Acknowledgement as a Gold Sponsor with company logo and/or name to be displayed on event signage throughout Truth Awards Gala and Dinner
- Acknowledgement during the Truth Awards program as a Gold Sponsor
- Six (6) tickets to attend the gala dinner in prime location
- Complimentary valet service for table guests
- Hosted Cocktail Reception
- 6 Gift Bags
- A Full-page color advertisement in the Truth Awards Gala Souvenir Program
- Company logo featured on step and repeat/press wall for Red Carpet Arrival Photos
- Company Name/Logo on all media relations material prior to and after the event
- Company Name/Log included on Truth Awards Website with a hyperlink to the sponsor's website



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BECOME A SPONSOR.

SILVER SPONSORSHIP \$2,500

- Acknowledgement as a Silver Sponsor with company logo and/or name to be displayed on event signage throughout Truth Awards Gala and Dinner
- Acknowledgement during the Truth Awards program as a Silver Sponsor
- Four (4) tickets to attend the gala dinner in prime location
- Complimentary valet service for table guests
- Hosted Cocktail Reception
- 4 Gift Bags
- A Full-page color advertisement in the Truth Awards Gala Souvenir Program

BRONZE SPONSORSHIP \$1,500

- Acknowledgement during the Truth Awards program as a Bronze Sponsor
- Two (2) tickets to attend the gala dinner in prime location
- Complimentary valet service for table guests
- Hosted Cocktail Reception
- 2 Gift Bags
- A Full-page color advertisement in the Truth Awards Gala Souvenir Program



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SPONSORSHIP LEVELS:

	Platinum \$10,000	Gold \$5,000	Silver \$2,500	Bronze \$1,000
Branding opportunities at event	•			
Logo placement on marketing material	•	•		
Company name listed on marketing material	•	•		
Company name on website	•	•		
Company logo & link on website	•	•		
Acknowledgement by MC	•	•	•	•
Media where available	•			
Full-page Advertisement in Program	•	•	•	•
Company logo on dinner tickets	•			
Company logo on name cards	•			
Company logo/name on screens	•			
Company logo on Press Wall	•	•		
Hosted VIP Cocktail Reception & Gift Bag	•	•	•	•
Table of ten at Gala Dinner	•	N/A	N/A	N/A
Six places at Gala Dinner	N/A	•	N/A	N/A
Four places at Gala Dinner	N/A	N/A	•	N/A
Two places at Gala Dinner	N/A	N/A	N/A	•



ADVERTISING:

We're planning a great Program Book for the Awards Gala. We hope you'll want to advertise in it. The program book is an easy way your business, agency or non-profit can be a part of the Awards Gala, as well as congratulate honorees. We've kept the pricing reasonable because we want you to be a part of the evening.

PRICING

There are advertising opportunities to fit your interests.

All advertisements will be in color. Here is the pricing:

- Full Page (8.5 x 11) \$ 500
- Half Page (8.5 x 5.5) \$ 250
- Support Name Listing (First and Last Name) \$ 150

GENERAL SPECS

- Submit Camera Ready Artwork to betterbrothersla@gmail.com
- File resolution must be 300 dpi
- CMYK for color ads/Gray Scale for B/W ads.
- File format should be Quark, JPEG, PDF, Photoshop, or Illustrator
- Colors are to be converted to CMYK

FULL PAGE - BLEED

- Trim: 8.5" x 11"
- Bleed: 8.75" x 11.25", Live Area: 8" x 10.5"
- Maximum Density is 240%; line screen 133

FULL PAGE – NON BLEED

- Build page to 8" x 10.5"
- Maximum Density is 240%; line screen 133

For question or more information contact:

Scott Hamilton

P: 818.430.0114

E: vshamilton@gmail.com

Better Brothers LA

P.O. Box 292260

Los Angeles, CA 90029



GET INVOLVED.

YES, I would like to:

- | | | | | |
|--|-----------------------------------|----------------------------------|----------------------------------|----------------------------------|
| <input type="checkbox"/> Sponsor the Inaugural Truth Awards | <input type="checkbox"/> \$10,000 | <input type="checkbox"/> \$5,000 | <input type="checkbox"/> \$2,500 | <input type="checkbox"/> \$1,500 |
| <input type="checkbox"/> Purchase an ad in the Inaugural Truth Awards Program | <input type="checkbox"/> \$500 | <input type="checkbox"/> \$250 | | |
| <input type="checkbox"/> Listed as a supporter in the Inaugural Truth Awards Program | <input type="checkbox"/> \$150 | | | |

Contact Name: _____ Title: _____

Company or "Supporter" Name as you would like it listed:: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ E-mail: _____

We agree to indemnify the publisher against any claim resulting from unauthorized use of any names, photographs, sketches, artwork, registered trademarks, labels or words in our Tribute Book advertisements.

Signature of Sponsor/Advertiser _____

Please make money orders & checks payable to:

The DIVA Foundation (Tax I.D. #95-4419536)

Attn: Truth Awards

9000 West Sunset Boulevard • Suite 709

West Hollywood, CA 90069



OUR ANNUAL AWARDS GALA.

THE TRUTH AWARDS

Date: Saturday, March 28, 2015
Location: Ebell Club Los Angeles in Hancock Park
VIP Function: 7:00pm - 7:45pm
Gala Dinner: 7:30pm – 11:00pm
Dress: Black Tie
Tickets: \$175 VIP and Gala Dinner \$125 Gala Dinner (all per person)
truthawards.eventbrite.com

The evening will include a three course meal and drinks, live music and dancing.
Full details of the event can be found on the Better Brothers Los Angeles website
www.betterbrothersla.com



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