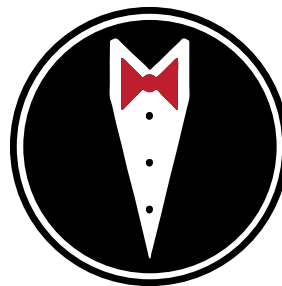


2017 SPONSORSHIP OPPORTUNITIES



BETTER BROTHERS LOS ANGELES *Truth Awards*

IN ASSOCIATION WITH



WHAT ARE THE TRUTH AWARDS?

The Truth Awards represents an unprecedented endeavor to highlight the contributions of the Black LGBTQ community and its allies. The award embodies our belief that members of the Black LGBTQ 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 Truth Awards also showcases talented LGBTQ youth and provide financial support to those pursuing college and vocational educations.



WHO WE ARE.

Better Brothers Los Angeles was created to provide opportunities for members of the Black LGBTQ Community to network, socialize and be BETTER – at Life, Love and Community. Developing a sense of community has been a challenge for some within our community given the cultural and religious opposition to our orientation. As those challenges have receded in mainstream society, they still present significant difficulties and sometimes constrain a healthy sense of well-being. Better Brothers Los Angeles provides programming (educational presentations, networking events, recreational outings, roundtable discussions) aimed at improving that sense of well-being.

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.



We both remain firm in our belief that 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.





**BETTER
BROTHERS**
LOS ANGELES
Truth Awards

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 notions that then come to define individuals and their life.

We believe that by highlighting examples of courage and leadership, we help refocus the lens through which we are seen and perceived.

WHAT WE ARE ACHIEVING.

As a result of the Truth Awards, awareness of the Black LGBTQ Community and our contributions to life, career and mainstream culture has increased. The Truth Awards have garnered national and local attention and press coverage and elevated the discussion of the Black LGBTQ Community at a pivotal time in our nation’s history.

Complimented by social and networking events, educational presentations, recreational outings and event sponsoring partnerships, the Truth Awards culminates the year-long programming activities of Better Brothers Los Angeles.

Gay man severely burned in hot water attack: 'It was the worst night of my life'

by: Kimberly Richardson Updated: Apr 11, 2016 - 10:24 AM



4370 f t Tweet

ATLANTA — The mother of a gay man severely burned then-boyfriend of three years was capable of what he dis



*“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

These initiatives include:

-
- The image shows two men in tuxedos standing in front of a gold-trimmed wall. They are holding large ceremonial checks from 'BETTER BROTHERS LOS ANGELES'. The man on the left is holding a check for \$500.00 payable to Paul Gilles. The man on the right is holding a check for \$1,000.00 payable to Joshua Joseph. Both checks are dated March 5, 2018, and are for Book Scholarship awards. The checks also include the address: P.O. BOX 292280, LOS ANGELES, CA 90029.

[illegible]

BETTER BROTHERS LOS ANGELES

FINANCIAL LITERACY 101

Preparing for TAX DAY - April 15, 2016

FRIDAY, JANUARY 29, 2016
CALLERIE'S GILL 7PM
5773 Wilshire Boulevard Los Angeles, CA 90066
Comprehensive Accounting Principles
No Business • Tax Literacy • Discoveries

Presented by: **Felix Stone** | **Imani m. Stone**



Facilitated by: **Becky Escamero** | **Becky@betterbrothers.com**

RECEPTION
KIDV by 11
refreshment

NEW START taking a
step in the LGBT community
efforts from being with
information on LGBT

Join
New York City's 6 best Boston radio stations
for a free screening of

GEN SILENT

Sunday, May 9, 2:00 PM
The Manhattan Theater
3635 N. Vine Street, Hollywood, CA 90028

RECEPTION FOLLOWING
RDVP by April 30, 2015 to
radio@nyc.nypubliclib.org

GEN SILENT takes a look at the issues of aging in the LGBT community and the fight to keep elders from being silenced. For more information visit GenSilent.com.

THE GEN SILENT FILM SERIES PRESENTS
A FILM BY JEFFREY M. MAYER
GEN SILENT
A FILM BY JEFFREY M. MAYER

BETTER BROTHERS
AND NEW
RETIREES
Helping The
FIDUCIARY APRIL
7:00 PM

BETTER BROTHERS LOS ANGELES
AND NEW YORK LIFE PRESENT

RETIRING WITH PRIDE

Helping The Black LGBTQ Community Plan For The Future
FRIDAY, APRIL 29, 2016
7:00 PM
CALENDER'S GRILL
5773 Wilshire Boulevard | Los Angeles, CA 90036
Complimentary Appetizers Provided



Hosted by  LOS ANGELES

For more info visit
www.BetterBrothersLA.com



You Are Cordially Invited To Celebrate The
Holiday Season With

Better Brothers LA

Wednesday, December 9, 2015
7:00pm - 10:00pm
Club House @ Hansen Smith Park
309 S Hill Street, 2nd Floor
Los Angeles, CA 90013
(Street and Google Parking Available)
Compulsory Appearance at Holiday Drinks

In support of Corman Hansen Holiday Gift Drive
along with new WineLovers, local bands, live
DJ set, hors d'oeuvres, Soups, Desserts,
Toasts and/or other unusual personal core items.

For Information E-Mail:
info@betterbrothersLA.com
www.betterbrothersLA.com



Los Angeles
Life President
GIVING WITH PRIDE
GBTG Community Fund For The Future
016
Los Angeles, CA 90006
Provided

PAST HONOREES



2016



LIFETIME ACHIEVEMENT AWARD
Bishop Yvette Flunder
Aaron Walton



HISTORY MAKER AWARD
Judge Darrin P. Gayles



BUSINESS LEADERSHIP AWARD
Gerard McCallum

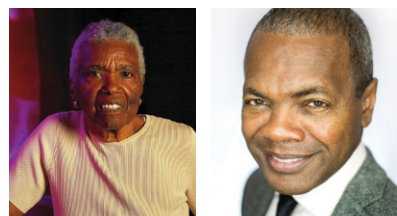


PASSING THE TORCH AWARD
Darryn Harris

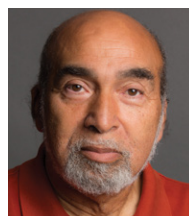


MENTOR AWARD
Rev. Jenenne Macklin
Gregory Bunn and Demetrius

2015



LIFETIME ACHIEVEMENT AWARD
Jewel Thais-Williams
Stanley Bennett Clay



ADVOCATE AWARD
Dr. Wilbert C. Jordan MD
Vallerie Wagner



COURAGE AWARD
B. Slade
Darren "Buttah Man" Brin



MENTOR AWARD
Dr. Tenika Jackson
Stephen Thomas and Glen Lawrence



PASSING THE TORCH AWARD
Benjamin Cory Jones



CULTURE & ARTS AWARD
Quincy & Deondray Gossfield



PHILANTHROPY AWARD
Wendell James



BETTER
BROTHERS
LOS ANGELES
Truth Awards

MEDIA COVERAGE

"2nd Annual Truth Awards garnered total coverage of **9.4 million** online impressions and **\$235,000** in added media value."



PAST SPONSORS



GERARD
MCCALLUM



BECOME A SPONSOR.

PLATINUM SPONSORSHIP **\$20,000** (only one available)

- Acknowledgment as the Platinum Sponsor with company logo and/or name displayed prominently on screens during Truth Awards Gala and Dinner
- Company logo and/or name displayed during any live streaming of the event
- Acknowledgment as Platinum Sponsor on event signage throughout the venue
- Acknowledgment during the awards program opening and closing remarks
- A table for ten (10) at the gala dinner in a prime location
- Admission to Hosted VIP Cocktail Reception
- Ten (10) gift bags for table guests
- A Full-page color advertisement in the Truth Awards Souvenir Program
- Company Logo featured on step and repeat/press wall for Red Carpet Photos
- Company Logo on Dinner Tickets
- Company Logo on Name Cards
- Opportunity (where appropriate) to showcase the company's products at the Gala Dinner
- Company Logo/Name on all publicity and media relations collateral prior to and post event
- Company Logo/Name included on Truth Awards Website with hyperlink to sponsor's website

BECOME A SPONSOR.

GOLD SPONSORSHIP \$10,000

- Acknowledgment as the Gold Sponsor with company logo and/or name displayed prominently on screens during Truth Awards Gala and Dinner
- Company logo and/or name displayed during any live streaming of the event
- Acknowledgment as Gold Sponsor on event signage throughout the venue
- Acknowledgment during the awards program opening and closing remarks
- Eight (8) tickets to attend the gala dinner in a prime location
- Admission to Hosted VIP Cocktail Reception
- Eight (8) gift bags for attendees
- Complimentary Valet Parking for eight (8) attendees
- A Full-page color advertisement in the Truth Awards Souvenir Program
- Company Logo featured on step and repeat/press wall for Red Carpet Photos
- Company Logo/Name on all publicity and media relations collateral prior to and post event
- Company Logo/Name included on Truth Awards Website with hyperlink to sponsor's website

BECOME A SPONSOR.

SILVER SPONSORSHIP \$5,000

- Acknowledgment as the Silver Sponsor with company logo and/or name displayed prominently on screens during Truth Awards Gala and Dinner
- Acknowledgment as Silver Sponsor on event signage throughout the venue
- Acknowledgment during the awards program opening and closing remarks
- Six (6) tickets to attend the gala dinner in a prime location
- Admission to Hosted VIP Cocktail Reception
- Six (6) gift bags for attendees
- Complimentary Valet Parking for six (6) attendees
- A Full-page color advertisement in the Truth Awards Souvenir Program
- Company Logo featured on step and repeat/press wall for Red Carpet Photos
- Company Logo/Name on all publicity and media relations collateral prior to and post event
- Company Logo/Name included on Truth Awards Website with hyperlink to sponsor's website



**BETTER
BROTHERS**
LOS ANGELES
Truth Awards

BECOME A SPONSOR.

BRONZE SPONSORSHIP \$2,500

- Acknowledgment as the Bronze Sponsor with company logo and/or name displayed prominently on screens during Truth Awards Gala and Dinner
- Acknowledgment as Bronze Sponsor on event signage throughout the venue
- Acknowledgment during the awards program opening and closing remarks
- Four (4) tickets to attend the gala dinner in a prime location
- Admission to Hosted VIP Cocktail Reception
- Four (4) gift bags for attendees
- Complimentary Valet Parking for four (4) attendees
- A Full-page color advertisement in the Truth Awards Souvenir Program

INDIVIDUAL SPONSORSHIP \$1,500

- Acknowledgment as Individual Sponsor during the awards program
- Two (2) tickets to attend the gala dinner in a prime location
- Admission to Hosted VIP Cocktail Reception
- Two (2) gift bags for attendees
- Complimentary Valet Parking
- A Full-page color advertisement in the Truth Awards Souvenir Program

ADVERTISING:

Our gala souvenir book provides attendees with enduring memories of an inspiring evening and you with an opportunity to make multiple impressions. We hope you will want to be included. The program book is an easy way your business, agency or non-profit organization can be part of the Awards Gala, as well as congratulate honorees. We have kept the pricing reasonable because we want you all 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) \$ 1000
- Half Page (8.5 x 5.5) \$ 500
- Support Name Listing (First and Last Name) \$ 100

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: Scott@BetterBrothersLA.com

Better Brothers LA

P.O. Box 292260

Los Angeles, CA 90029

GET INVOLVED.

YES, I would like to attend:

- | | | | | | |
|---|-----------------------------------|-----------------------------------|----------------------------------|----------------------------------|----------------------------------|
| <input type="checkbox"/> Sponsor the Truth Awards | <input type="checkbox"/> \$20,000 | <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 Truth Awards Program | <input type="checkbox"/> \$1,000 | <input type="checkbox"/> \$500 | | | |
| <input type="checkbox"/> Be listed as a supporter in the Truth Awards Program | <input type="checkbox"/> \$100 | | | | |

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:

Better Brothers LA (Tax I.D. #47-4391440)

Attn: Truth Awards

P.O. Box 292260

Los Angeles, CA 90029

OUR ANNUAL AWARDS GALA

THE TRUTH AWARDS

Date: Saturday, March 11, 2017
Location: Taglyan Cultural Complex
VIP Reception: 6:15pm - 7:15pm
Gala Dinner: 7:30pm – 10:00pm
Dress: Black Tie
Tickets: \$250 Premier Seating, VIP Reception,
Gala Dinner; \$200 VIP Reception
and Gala Dinner; \$150 Gala Dinner
(all prices are per person)

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



TRUTH AWARDS FACT SHEET



What is the Truth Awards?

A black-tie gala and awards ceremony that honors members of the Black LGBTQ community and its allies whose accomplishments or actions have positively impacted the perception and image of the Black LGBTQ community.

When was the first Truth Awards held?

The inaugural Truth Awards Ceremony was held Saturday, March 28, 2015 in the ballroom of the Historic Ebell of Los Angeles. A sold out crowd of over 220 attendees celebrated the inaugural honorees. The 2nd Annual Truth Awards was held March 5, 2016 at the Taglyan Cultural Complex to another sold out audience of 250 attendees.

Who sponsored the event?

The Truth Awards sponsorship has grown to include the office of Los Angeles County Supervisor Mark Ridley-Thomas, Gilead, AIDS Healthcare Foundation, New York Life, KTLA, Columbia University Institute for Research in African American Studies, Sephora, Miss Jessie's, and the generous support of businessman, honoree, and activist Gerard McCallum.

How was the event received?

The twice sold-out event has attracted a wide variety of individuals. Black Hollywood (Tisha Campbell, Margaret Avery, Kym Whitley, Sheryl Lee Ralph, Rolanda Watts, Aaron Spears, Cocoa Brown, and Aundra Fuller) and allies in the LGBTQ community were eager to support their friends and colleagues including dignitaries such as Congresswoman Maxine Waters and Los Angeles County Board of Supervisors member Mark Ridley-Thomas.

What were the media impressions and social media reach?

The 2nd Annual Truth Awards garnered total coverage of 9.4 million online impressions and \$235,000 in added media value. National and local media provided coverage of the awards ceremony:

- Getty Images
- Swerv Magazine
- Our Weekly
- TheRoot
- EURWeb
- Frontiers Media
- Wave Newspaper
- Black Hollywood Live
- A&U Magazine
- Los Angeles Sentinel
- KTLA

How were proceeds used?

- Book Scholarships for Black LGBTQ youth in a college or vocational program were established and awarded to six individuals.
- Development of programming for financial literacy and retirement planning targeting LGBTQ community as well as series on Love and Relationship.

Who were the past honorees?

LIFETIME ACHIEVEMENT AWARD

Stanley Bennett Clay
Jewel Thais-Williams
Bishop Yvette Flunder
Aaron Walton

ADVOCATE AWARD

Vallerie Wagner
Dr. Wilbert C. Jordan, MD

COURAGE AWARD

B. Slade
Darren "Buttah Man" Brin

MENTOR AWARD

Dr. Tenika Jackson
Steph Thomas and Glen Lawrence
Rev. Jenenne Macklin
Gregory Bunn and Demetrius McCoy

PHILANTHROPY AWARD

Wendell James

BUSINESS LEADERSHIP AWARD

Gerard McCallum

PASSING THE TORCH AWARD

Benjamin Cory Jones
Darryn Harris

HISTORY MAKER AWARD

Judge Darrin P. Gayles

CULTURE & ARTS AWARD

Quincy & Deondray Gossfield