2019 SPONSORSHIP OPPORTUNITIES

BETTER BROTHERS LOS ANGELES

Truth Awards

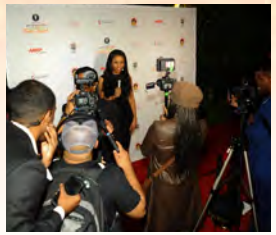
Celebrating 5 years of

OWNING OUR TRUTH

BETTER BROTHERS LOS ANGELES
Truth Awards

WHAT ARE THE TRUTH AWARDS?

The Truth Awards was created to highlight the contributions of the Black LGBTQ community and its allies. The awards embody 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 provides financial support to those pursuing college and vocational education.

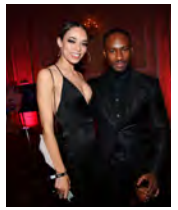


WHO ARE WE

Better Brothers Los Angeles was created to provide spaces for the Black LGBTQ community to network, socialize, and be BETTER – at Life, Love and Community. Developing a sense of community has at times been a challenge 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 welling.

The DIVA Foundation, founded in 1990 by Tony-nominated actress and HIV/AIDS activist 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 and The DIVA Foundation 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.



PAST HONOREES

BETTER BROTHERS LOS ANGELES
Truth Awards

2018

LIFETIME ACHIEVEMENT AWARD
Violet Palmer

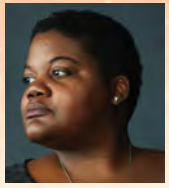
BUSINESS LEADERSHIP AWARD
Damone Roberts

ADVOCATE AWARD
Chandi Moore

ALLY AWARD
Rockmond Dunbar

PASSING THE TORCH AWARD
Tre'vell Anderson

MUSIC & ARTS AWARD
Rahsaan Patterson



MEDIA & ARTS AWARD
Ellene V. Miles

2017

LIFETIME ACHIEVEMENT AWARD
James Earl Hardy

ALLY AWARD
Loretta Devine

HISTORY MAKER AWARDS
Tracey "Africa" Norman

BEAUTY AND FASHION AWARD
Sam Fine

PASSING THE TORCH AWARD
Malcolm "MJ" Harris

MEDIA ARTS AWARD
Marcus Wilson-Smith

BUSINESS LEADERSHIP AWARD
Mya Dobson

2016

LIFETIME ACHIEVEMENT AWARD
Bishop Yvette Flunder
Aaron Walton

HISTORY MAKER AWARD
Judge Darrin P. Gayles

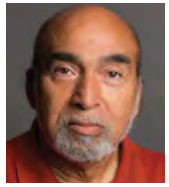
BUSINESS LEADERSHIP AWARD
Gerard McCallum

PASSING THE TORCH AWARD
Darryn Harris

MENTOR AWARD
Rev. Jenenne Macklin
Gregory Bunn and Demetrius McCoy

2015

LIFETIME ACHIEVEMENT AWARD
Jewel Thais-Williams
Stanley Bennett Clay



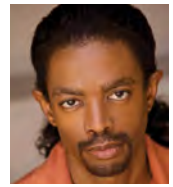
ADVOCATE AWARD
Dr. Wilbert C. Jordan MD
Vallerie Wagner

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



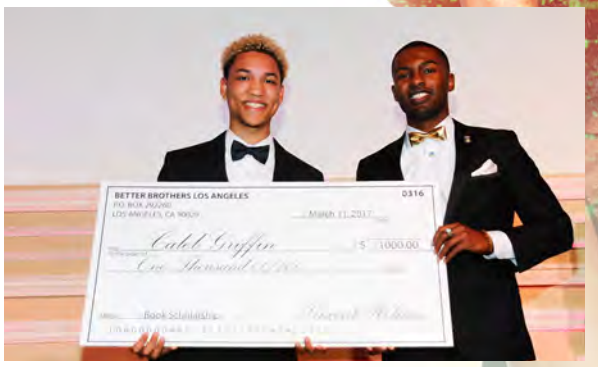
PHILANTHROPY AWARD
Wendell James

PROCEEDS

Funds raised as a result of your support assist Better Brothers Los Angeles with several initiatives aimed at bettering the whole person and shoring up our core belief that by affirming and recognizing the total person mentally, physically, socially, educationally and financially, we increase their ability to move confidently in society and better cope with challenges.

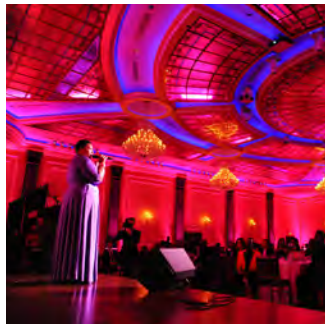
These initiatives include:

- Greater exposure to educational opportunities for Black LGBTQ Youth. Book Scholarships are awarded annually. To date, we have awarded over $7,000 in book scholarships.
- 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 living and relationship development.



BETTER BROTHERS LOS ANGELES Truth Awards

PAST HOST, PRESENTERS, and ENTERTAINERS



HOSTS

Cocoa Brown
Karamo Brown
Sampson McCormick
Tanika Raye
Angela Robinson
Rolanda Watts

PRESENTERS

Tre'vell Anderson
Brandon Anthony
Margaret Avery
DJ B-Hen
Lloyd Boston
Miles Brock
Karamo Brown
Jason Carter
Rodney Chester
Milan Christopher
Daffany Clark
Wilson Cruz
Gabrielle Dennis
Nic Few
Sam Fine
Valente Frazier
Andra Fuller
Deondray & Quincy Gossfield
Anthony Hemingway
Dr. Erica Holmes
Wendell James
Isis King
Nerissa Knight
Renee Lawless
Buttah Man
Parnell Damone Marcano
Karla Mosley
Tisha Campbell Martin
Sheryl Lee Ralph
Trevante Rhodes
Gay Groom Robert
Sherri Shepherd
Kellita Smith
Aaron D. Spears
Darryl Stephens
Penny Toler
Congresswoman Maxine Waters
Vanessa Williams
Kym Whitley
Kiyah Wright
Kareen Wynter

ENTERTAINERS

Frenchie Davis
Angie Fisher
Ann Nesby
Rahsaan Patterson
Shanice
B. Slade

BETTER BROTHERS LOS ANGELES
Truth Awards

PAST SPONSORS

GILEAD

AARP Real Possibilities

County of Los Angeles California
Supervisor
Mark Ridley-Thomas
Second District

LeadersUp
The Future at Work

AHF
AIDS HEALTHCARE FOUNDATION

NEW YORK LIFE

SEPHORA COLLECTION

LESTER CRAWFORD

COLUMBIA UNIVERSITY
IRAAS Institute for Research in African-American Studies

GERARD McCALLUM

In The Meantime

RONNIE JONES

KTLA 5

Walmart

Miss Jessie's ORIGINAL

BRUCE WILKINS

DAVE MOSS/RANDY WILLIAMS

BETTER BROTHERS LOS ANGELES
Truth Awards

MEDIA COVERAGE

4th Annual Truth Awards garnered total coverage of **9.4 million** online impressions and **$235,000** in added media value.

BETTER BROTHERS LOS ANGELES Truth Awards

a&u AMERICA'S AIDS MAGAZINE

OurWeekly Los Angeles

CHICAGO NOW

the chocolate voice

swerv magazine

THE ROOT

FRONTIERSMEDIA FRONTIERSMEDIA.COM

Los Angeles WAVE NEWSPAPERS

KTLA 5

gettyimages®

LEE BAILEY'S eurweb.com ELECTRONIC URBAN REPORT

LONG BEACH TIMES

LOS ANGELES SENTINEL

Radio FREE 102.3FM KJLH kjlhradio.com

BHL BLACK HOLLYWOOD LIVE

BECOME A SPONSOR

PLATINUM SPONSORSHIP $25,000 (only one available)

- Acknowledgment as the Platinum Sponsor with company logo/name displayed prominently on screens during Truth Awards Gala and Dinner
- Company logo/name displayed during livestream of the event and on closing credits
- 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 and 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

BETTER BROTHERS LOS ANGELES
Truth Awards

BECOME A SPONSOR

GOLD SPONSORSHIP $15,000

- Acknowledgment as the Gold Sponsor with company logo/name displayed prominently on screens during Truth Awards Gala and Dinner
- Company logo/name displayed during livestream of the event and on closing credits
- 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

BETTER BROTHERS LOS ANGELES Truth Awards

BECOME A SPONSOR

SILVER SPONSORSHIP $10,000

- Acknowledgment as the Silver Sponsor with company logo/name displayed prominently on screens during Truth Awards Gala and Dinner
- Company logo/name displayed on closing credits of livestream event
- 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 $5,000

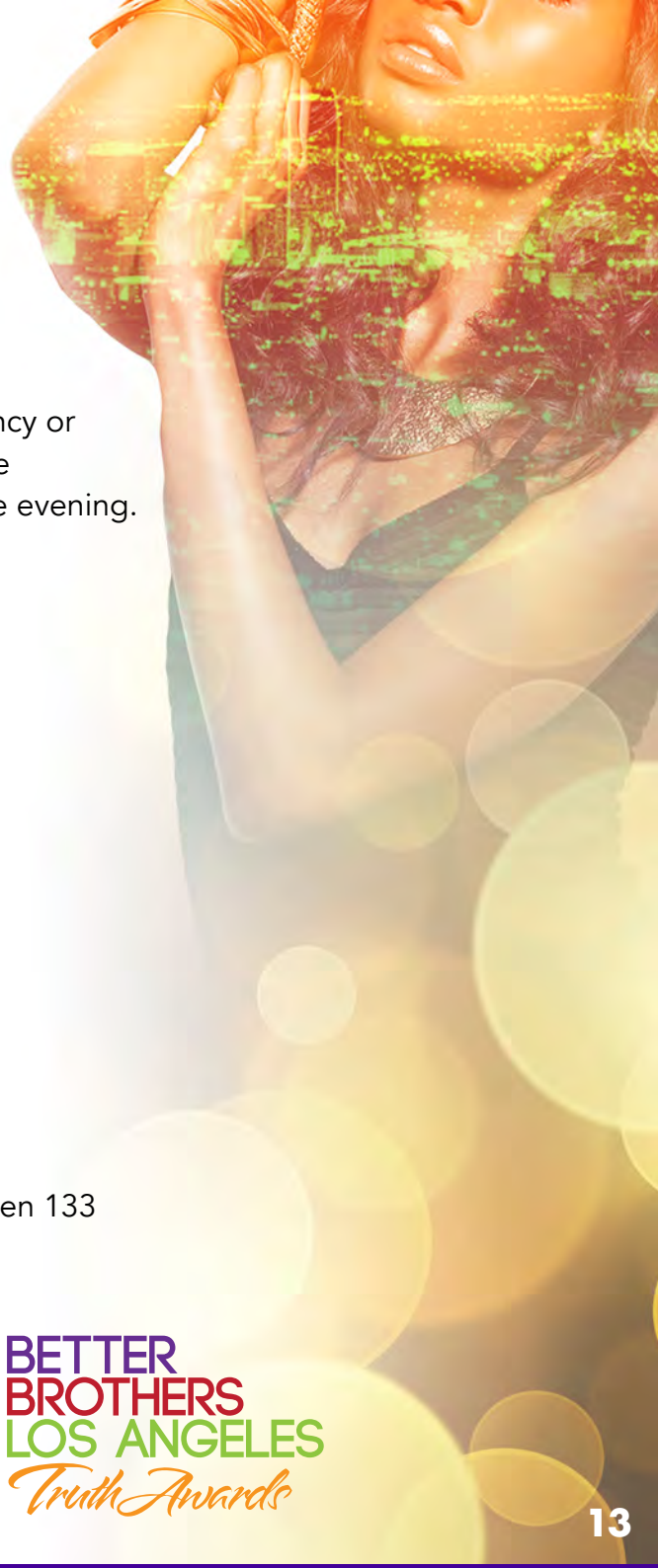
- Acknowledgment as the Bronze Sponsor with company logo/name displayed prominently on screens during Truth Awards Gala and Dinner
- Company logo/name displayed on closing credits of livestream event
- Acknowledgment as Bronze Sponsor on event signage throughout the venue
- Acknowledgment during the 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
- A Full-page color advertisement in the Truth Awards Souvenir Program

BETTER BROTHERS LOS ANGELES
Truth Awards

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 to advertise. Your business, agency or non-profit organization can be part of the Awards Gala as well as avenue to congratulate honorees. We have 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) $ 1000
- Half Page (8.5 x 5.5) $ 500
- Support Name Listing (First and Last Name) $ 250

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 questions 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

BETTER BROTHERS LOS ANGELES
Truth Awards

GET INVOLVED

YES, I would like to attend:

❑ Sponsor the Truth Awards ❑ $25,000 ❑ $15,000 ❑ $10,000 ❑ $5,000 ❑ $1,500

❑ Purchase an ad in the Truth Awards Program ❑ $1000 ❑ $500

❑ Be listed as a supporter in the Truth Awards Program ❑ $250

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 9, 2019
Location:	Taglyan Cultural Complex
Red Carpet & VIP Reception:	6:00 pm - 7:15 pm
General Admission:	6:30 pm
Doors Open to Ballroom:	7:00pm
Gala Dinner & Ceremony:	7:30 pm – 10:00 pm
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**

BETTER BROTHERS LOS ANGELES Truth Awards

TRUTH AWARDS FACT SHEET

What is the Truth Awards?

The Truth Awards celebrate and honor members of the Black LGBTQ community and its allies; acknowledging accomplishments and actions that have positively impacted the perception and image of the Black LGBTQ community.

Why was the Truth Awards created?

The Truth Awards was created by Better Brothers Los Angeles (BBLA), an organization created to provide nurturing and safe spaces for the Black LGBTQ community to network socialize and be better at life, love and community. BBLA created the Truth Awards to highlight examples of courage and leadership by which it hopes to refocus the lens through which the Black LGBTQ community is seen and perceived.

When will the Truth Awards be held?

The Truth Awards will be held Saturday, March 9, 2019 at the Taglyan Cultural Complex. 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. Truth Awards 2016, 2017 and 2018 were held at the Taglyan Cultural Complex to sold-out audiences.

What do proceeds benefit?

- Proceeds provide scholarships to Black LGBTQ youth in an undergraduate college or vocational program. To date over $7,000 in scholarships has been awarded.
- Development of programming around financial literacy, retirement planning and healthy relationships focused on the Black LGBTQ community.

What has been the media impressions and social media reach?

The hashtag #TruthAwards reached over 1.7 million users and had over 5 million impressions. National and local media provided coverage of the inaugural 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 an undergraduate college or vocational program was established. To date over $7,000 in scholarships have been awarded.
- Development of programming for financial literacy and retirement planning targeting LGBTQ community as well as series on Love and Relationship.

Who has been honored?

LIFETIME ACHIEVEMENT AWARD
2015 Stanley Bennett
2015 Jewel Thais-Williams
2016 Bishop Yvette Flunder
2016 Aaron Walton
2017 James Early Hardy
2018 Violet Palmer

ALLY AWARD
2017 Loretta Devine
2018 Rockmond Dunbar

ADVOCATE AWARD
2015 Dr. Wilbert C. Jordan MD
2015 Vallerie Wagner
2018 Chandi Moore

BEAUTY & FASHION
2017 Sam Fine

COURAGE AWARD
2015 B. Slade
2015 Darren "Buttah Man" Brin

HISTORY MAKER
2016 Judge Darrin P. Gayles
2017 Tracy "Africa" Norman

MUSIC & ARTS
2018 Rahsaan Patterson

PASSING THE TORCH AWARD
2015 Benjamin Cory Jones
2016 Darryn Harris
2017 Malcolm Harris
2018 Tre'Vell Anderson

BUSINESS LEADERSHIP
2016 Gerard McCallum
2017 Mya Dobson
2018 Damone Robert

PHILANTHROPY AWARD
2015 Wendell James

MEDIA & ARTS AWARD
2017 Marcus Wilson
2018 Ellene Miles

CULTURE & ARTS AWARD
2015 Quincy & Deondray Gossfield

MENTOR AWARD
2015 Dr. Tenika Jackson
2015 Stephen Thomas and Glen Lawrence
2016 Rev. Jenenne Macklin
2016 Gregory Bunn and Demetrius McCoy