

JOHN M. LANGSTON
BAR ASSOCIATION OF LOS ANGELES



THE LANGSTON
Gala 2020

— 2020 —

PARTNERSHIP AND SPONSORSHIP PACKET

OUR MISSION

To empower leadership, advance the professional development of its membership, and promote the administration of justice in the Black community and the community at large.

OUR LEADERSHIP



2020 Officers:

- President, Nyanza Shaw
- President-Elect, Rodney Diggs
- Vice President, Daniel Prince
- Treasurer, Melvin Felton
- Corresponding Secretary, Tiffany Gelott
- Recording Secretary, Tatianna Metters
- Parliamentarian, Diane Robertson
- Sergeant at Arms, Jennifer Fisher

OUR WORK

The John M. Langston Bar Association is the largest and oldest organization of African-American attorneys, Judges, law students and legal professionals in the Western United States. The Langston Bar has a respected history of leadership rooted in the Los Angeles legal community and in the community at large. We are very proud of our accomplishments, continued growth, and our expanded impact in the last several years.

Our programming includes MCLE courses, networking mixers, professional development events, mentoring programs, pro bono community legal clinics, bar prep workshops, community outreach activities, health and wellness outings, our Hall of Fame dinner, and Installation and Awards Gala.

In the upcoming year and beyond, we are re-committing to our legacy and want to further expand how we can facilitate programs and provide valuable resources to our members and the community. Most importantly, we have set a goal to award a minimum of \$100,000 in scholarships at our 2020 Installation and Awards Gala.

THREE WAYS YOU CAN SUPPORT LANGSTON:

Annual Gala

Scholarship Fund

Annual Partnerships

We hope you will support the Langston Bar and help us continue to grow our legacy!



THE LANGSTON
Gala 2020

ANNUAL GALA

The Gala will take place on February 7, 2020, at Vibiana in downtown Los Angeles. This is Langston's signature fundraising event where we generate the vast majority of revenue for our programs and scholarships. We will celebrate the installation of our new Board, honor respected individuals in the legal profession and inspirational leaders, and recognize our scholarship recipients.

- VIP Reception
- Open Bar
- Gourmet Dining
- Live Music



This year's theme:

“Our Legacy,
Our Future.”



SPONSORSHIP OPPORTUNITIES & BENEFITS

(Payments Due By DECEMBER 16, 2019)

Sponsorship Levels	Sponsorship Level Benefits
\$50,000 – Title Sponsor	Two VIP tables of 10, Gobo lighting display of logo at event, Title Sponsor ad on digital tribute journal (15-second on-screen hold), live sponsor acknowledgement, Branding as exclusive Title Sponsor on the Langston website with linkage, logo on print and digital invitations, four \$5,000 scholarships awarded in your company's name, invitation and eight tickets to two Langston signature events during 2020, special recognition in post-event newsletters, social media posts, and press releases.
\$25,000 – Premier Sponsor	Two tables of 10 (prime seating), Premier Sponsor ad on digital tribute journal (10-second on-screen hold), live sponsor acknowledgement, Branding as Premier Sponsor on the Langston website with linkage, logo on print and digital invitations, two \$5,000 scholarships awarded in your company's name, invitation and four tickets to two Langston signature events during 2020, special recognition in post-event newsletters, social media, and press.
\$15,000 – Diamond Sponsor	One table of 10 (prime seating), Sponsor logo on digital tribute journal (10-second on-screen hold), live sponsor acknowledgement, Branding as Diamond Sponsor on the Langston website, logo on print and digital invitations, invitation and two tickets to two Langston signature events during 2020, special recognition in post-event newsletters, social media posts, and press releases.
\$10,000 – Platinum Sponsor	One table of 10, Large print listing on digital tribute journal (5-second on-screen hold), Platinum Sponsor listing on Langston website, Name listed as Platinum Sponsor on print and digital invitation, recognition in post-event newsletters, social media, and press releases.
\$5,000 – Gold Sponsor	One table of 10, Large print listing on digital tribute journal (5-second on-screen hold), Gold Sponsor listing and linkage in donor section of the Langston website, Name listed as Gold Sponsor on digital invitation, acknowledgement in post-event newsletters, social media, and press releases.
\$1,000 – Friend of Langston	4 Tickets, Friend of Langston sponsors listing on digital tribute journal (5-second on-screen hold).
Digital Ads	\$1,000 — Full Screen Premium Ad (15-second on-screen hold) \$ 750 — Full Screen Ad (10-second on-screen hold) \$ 500 — Half Screen Ad (5-second on-screen hold) \$ 250 — 1/4 Screen Ad (5-second on-screen hold) \$ 100 — “Langston Supporter” Name/Company Listing (3-second hold)
Ticket/Table Reservations	Limited Early Bird Tickets - \$185 each / Table: \$1,800 Regular Ticket Price - \$250 each / Table: \$2,400

TICKETS AND TABLES CAN BE PURCHASED ONLINE at www.langstonbar.org/2020gala



UNDERWRITING SPONSORSHIP OPPORTUNITIES

(Payments Due By DECEMBER 16, 2019)

- **Reception** (featuring hosted premium bar and passed hors d'oeuvres) **\$7,500***
 - One table of ten
 - Signage at bar stations and on reception tables
 - Recognition ad in digital program and recognition on Gala website and social media pages
 - Individual slide acknowledgement at Gala
 - **Private After Party** **\$7,000***
 - One table of ten
 - Exclusive signage and verbal acknowledgement at after party venue
 - Individual slide acknowledgement at Gala
 - Recognition ad in digital program
 - **Floral & Decor** **\$6,500***
 - One table of ten
 - Recognition card on each table with company logo and website
 - Individual slide acknowledgement at Gala
 - Recognition ad in digital program
 - **Dinner Wine Sponsor** **\$6,000***
 - Table wine service during dinner
 - One table of ten
 - Recognition card on each table with company logo and website
 - Individual slide acknowledgement at Gala
 - Recognition Ad in digital program
 - **Design & Printing** **\$4,500***
 - 5 Gala tickets
 - Full page ad in digital program
 - Full screen ad in slide presentation
 - **Audio/Visual & Lighting Production** **\$5,000***
 - 5 Gala tickets
 - Recognition Ad in digital program
 - Individual slide acknowledgement at Gala
 - **Video & Photography** **\$4,000***
 - 2 Gala tickets
 - 1/2 page ad in digital program
 - **Valet** **\$4,500***
 - 5 Gala tickets
 - Signage at valet station
 - Recognition ad in digital program
 - Slide acknowledgement at Gala
 - **Gala Student Volunteer Table** **\$2,000***
 - Signage on table
 - Recognition Ad in digital program
 - Slide acknowledgement at Gala
 - **Gala Live Entertainment** **\$2,000***
 - Recognition Ad in digital program
 - Slide acknowledgement at Gala
- * In addition to the above benefits, underwriters shall receive:
- Recognition on Gala website and social media pages,
 - Acknowledgement in post-event newsletter, social media, and press releases.

FOR MORE INFO CONTACT: Gala Co-Chair, Valerie Dean at 818-645-1317 or vdean@langstonbar.org



SCHOLARSHIP FUND

Help support our goal of awarding \$100,000 at our 2020 gala!

Become a scholarship sponsor and have a scholarship named after your company or organization (contingent on amount donated). Donations in any amount are also appreciated.

Benefits:

- Your company will be promoted as scholarship donor or sponsor on all promotional and marketing materials
- Logo and link associated with scholarship application and named scholarship.
- Logo and link posted on Langston Bar website and on our social media in relation to scholarship program.
- Your company will be recognized at our 2020 Gala when Scholarship recipients are announced.

For more information

Contact Latrice Byrdsong
at 323-347-1457 or
latricebyrdsong@gmail.com



ANNUAL PARTNERSHIPS

Annual Partnerships support Langston's year-round programming activities. As a Langston Partner, your company will receive special recognition throughout the year and in association with our two signature events - Hall of Fame Dinner and Installation Gala. Your contribution helps support CLE programs including The Langston Law Institute and the Silicon Beach Technology & Entertainment Diversity Initiative; helps underwrite the operational costs of the Langston Board which is made up of approximately 35 dedicated volunteers who are instrumental in planning, organizing, and executing Langston's many programs and activities throughout the year; and supports our mentorship initiatives including programs matching established attorneys with law student/young lawyer mentees, speed mentoring events, bar prep workshops, and other educational events.

BENEFITS CONTINGENT ON PARTNER LEVEL

- Special recognition on Langston's website, at events, and in our marketing materials throughout the year.
- Logo and link on all relevant program materials, event marketing & advertising on Langston homepage and social media promotional posts.
- Recognition at applicable program events.
- Opportunity to present exclusive offers, communications and information to members.

LANGSTON'S ANNUAL PROGRAMS INCLUDE:

- Installation Awards and Scholarship Gala
- Hall of Fame Induction Gala
- Annual Board Retreat
- Langston Law Institute
- Silicon Beach Technology and Entertainment Diversity Initiative
- Bar Prep Workshops
- Speed Mentoring Events
- Corporate Firm Network Summer Associate Appreciation Dinner
- Holiday Party & Toy Drive
- Reception in Recognition of Past Presidents, Judges and Lifetime Members
- Young Lawyers Summer Soirée and Networking Mixers
- Community Volunteer Activities
- Pro Bono Law Clinics



For more information

Contact Nyanza Shaw
at 818-714-0244 or
nshaw@langstonbar.org



YES, I WANT TO SUPPORT LANGSTON!

- Scholarship Donation:** Amount \$ _____
(for more information contact **Latrice Byrdsong** at latricebyrdsong@gmail.com or 323-347-1457)
- Legacy Partner:** Amount \$ _____
(for further information contact **Nyanza Shaw** at nshaw@langstonbar.org or 818-714-0244)

Gala Sponsorships:

- Title Premier Diamond Platinum Gold Silver Bronze Friend

Company Name _____
Address _____
City/State/Zip _____
Contact Person _____
Phone _____
Email _____

Payments: (*Mailed Payments MUST BE Postmarked by 1/13/20 to Guarantee Attendance*)

- Enclosed is a check made payable to "John M. Langston Bar Association"
- Credit Card (American Express, Visa, Mastercard, Discover)

Name as it Appears on Card _____
Card # _____ Exp. Date ____ / ____ Security Code ____
Billing Address (if different from above) _____
Signature _____

MAIL COMPLETED FORM ALONG WITH CHECK PAYMENT TO:

2020 Langston Gala c/o Shaw Esquire
5670 Wilshire Blvd. #1800
Los Angeles, CA 90036

PAY ONLINE AT:
www.langstonbar.org/2020gala

QUESTIONS? Call or email:
Gala Co-Chair, Valarie Dean at
818-645-1317 or vdean@langstonbar.org

John M. Langston Bar Association is a 501(c)(3) non-profit organization, Federal Tax ID No. 95-4332135.

Your donation is tax deductible to the extent permitted by law.

Thank you for your support!



DIGITAL AD FORM

- \$1,000 Full Screen Premium Ad
- \$750 Full Screen Ad
- \$500 Half screen Ad
- \$250 1/4 screen Ad
- \$100 "Langston Supporter" Name/Company Listing

Complete Digital ads should be submitted as JPG or PDF files in accordance with the following specifications: High Resolution files utilizing RGB color space (not CMYK) - DEADLINE FOR ADS IS JANUARY 11, 2020.

We can design your ad for \$85. Submit copy to vdean@langstonbar.org. Logos should be submitted in High Resolution as Adobe Illustrator, EPS or PDF files. COPY IS DUE NO LATER THAN JANUARY 11, 2020.

Company Name _____

Address _____

City/State/Zip _____

Contact Person _____

Phone _____

Email _____

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