



2017 Corporate Sponsorship Levels and Tickets

\$10,000 – GALA BENEFACTOR: Value \$25,500

- ❖ Title Sponsorship in the airing of the **Louisiana Legends Gala** program on LPB's statewide network
- ❖ Title Sponsorship in the airing of the **Louisiana Legends Series** on LPB's statewide network, *Fall 2017 (Value \$10,000 - See page 2 for more information on Series)*
- ❖ **At least 100** promotional spots with corporate recognition tag produced for the event and broadcast on LPB and in any radio promotional advertisements *(value of over \$15,000)*
- ❖ Prominent signage displayed at the event
- ❖ Special presentation during awards ceremony
- ❖ Company name and logo in press releases and other advertising
- ❖ Company recognition in Legends invitation, sent to over 2,500 residents and businesses
- ❖ Invitation to a private, pre-reception with the Honorees
- ❖ Enjoy champagne reception, silent auction, buffet and Louisiana Legends Ceremony
- ❖ 10 complimentary tickets to the Gala, reserved seating for cocktail reception and awards ceremony
- ❖ Company recognition in event program
- ❖ Company recognition in *Visions*, LPB's monthly program guide *(circulation 15k)*
- ❖ Company recognition in *Louisiana Life* magazine *(circulation 70k)*
- ❖ Link & logo placed on LPB's Award-Winning Website for one year *(receives at least 1 million hits per year)*



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LPB will premiere a limited series of **ALL NEW Louisiana Legends** broadcasts in the Fall of 2017. *Louisiana Legends*, for over 25 years, has provided an intimate glimpse into the lives of the state's most influential, visionary and successful citizens. Louisiana writers, artists, musicians, politicians, public servants and athletes have all sat across from LPB's own Beth Courtney in these entertaining and insightful features. Discover the vision, creativity, perseverance, artistry and dedication that drive certain people to achieve beyond their dreams and become a Louisiana Legend. *Legends Series* features past, present and future Louisiana Legends.

Underwriters of this series would receive the following for their support:

Television benefits:

- **Up to a :15 second open or close billboard** - Each episode of the *Legends* series will feature an opening or closing sponsorship billboard, which airs in perpetuity.
- **Statewide Penetration** – *Louisiana Legends* will air statewide on LPB, LPB2, and in New Orleans on WLAE-TV.

Web Benefits:

- Sponsor will have a logo and web link from the *Louisiana Legends* homepage
- Sponsor will have logo and link in underwriter's section of www.lpb.org

Print Benefits:

- Sponsor will be featured in a LPB *Visions* (program guide) magazine article with logo and/or photo in 2017 (*circulation 15,000*).
- Sponsor's name will be featured in the Underwriter's Acknowledgment in LPB *Visions* magazine as a sponsor of *Louisiana Legends*.
- **Legends Gala Benefactor Value: \$25,500**
 - **Legends Gala Sponsorship Value: \$15,500**
 - **Legends Series Sponsorship Value: \$10,000**



2017 Corporate Sponsorship Levels and Tickets

\$5,000 – GALA STAR: Value \$13,250

- ❖ **At least 50** promotional spots with corporate recognition tag produced for the event and broadcast on LPB and in any radio promotional advertisements (value of over \$10,000)
- ❖ Company logo listed in the airing of the **Louisiana Legends Gala** program on LPB's statewide network
- ❖ Prominent signage displayed at the event
- ❖ Special presentation during awards ceremony
- ❖ Company name and logo in press releases and other advertising
- ❖ Company recognition listed on Legends invitation, sent to over 2,500 residents and businesses
- ❖ Invitation to a private, pre-reception with the Honorees
- ❖ Enjoy champagne reception, silent auction, buffet and Louisiana Legends Ceremony
- ❖ 10 complimentary tickets to the Gala, reserved seating for cocktail reception and awards
- ❖ Company recognition in event program
- ❖ Company recognition in *Visions*, LPB's monthly program guide (circulation 15k)
- ❖ Company recognition in *Louisiana Life* magazine (circulation 70k)
- ❖ Link & logo displayed on LPB's Award-Winning Website for one year (receives at least 1 million hits annually)



2017 Corporate Sponsorship Levels and Tickets

\$1,500 – GALA PATRON: Value \$3,500

- ❖ Enjoy champagne reception, silent auction, buffet and Louisiana Legends Ceremony
- ❖ 8 complimentary tickets to the Gala *(does not include reserved seating for cocktail reception and awards ceremony)*
- ❖ Prominent signage displayed at the event
- ❖ Company recognition in event program
- ❖ Company recognition in *Visions*, LPB's monthly program guide (circulation 15k)
- ❖ Company recognition on LPB's Award-winning Website for one year *(receives at least 1 million hits annually)*

\$600 – GALA LUMINARY: Value \$1,350

- ❖ Enjoy champagne reception, silent auction, buffet and Louisiana Legends Ceremony
- ❖ 4 complimentary tickets to the Gala *(does not include reserved seating for cocktail reception and awards ceremony)*
- ❖ Company recognition in event program
- ❖ Company recognition in *Visions*, LPB's monthly program guide (circulation 15k)

INDIVIDUAL TICKETS

\$150 each

- ❖ Enjoy champagne reception, silent auction, buffet and Louisiana Legends Ceremony
- ❖ Receive *Visions* and *Louisiana Life* subscription for one year

For more information, contact Terri Crockett in the Friends of LPB office at 225.767.4464 or 800.272.8161 Ext. 4464