The Louisiana Legends Awards Gala and Auction is a special annual event hosted by Friends of Louisiana Public Broadcasting. The event honors the best and brightest of Louisiana’s sons and daughters who have distinguished themselves in a variety of disciplines and have brought honor to our state.

The 2024 Louisiana Legends Gala and Auction will be held on:

Thursday, April 25, 2024
Louisiana’s Old State Capitol
100 North Boulevard
Baton Rouge, Louisiana 70801

Featuring: Cocktail Reception, Dinner with Wine Pairings, and a Live Broadcast of the Awards Ceremony

Begun in 1990, the Louisiana Legends Gala is a fundraising and public awareness project that draws support and participation from Friends across the country who appreciate the quality programming and educational resources LPB provides.
2024 Louisiana Legends Gala
Thursday, April 25

Honorees:

Honorable Bernette J. Johnson
Governor John Bel Edwards & First Lady Donna Edwards
Dr. Sam Nader
Wendell Pierce
Todd Walker

Friends of Louisiana Public Broadcasting
Friends of LPB Executive Committee

Therese Nagem  Chairperson
Bo Harris  Vice Chair
Newt Dorsett  Past Chairperson
Howard White  Secretary
Jennifer Maggio  Treasurer

Friends of LPB Mission Statement
To cultivate members, funds, and resources to maximize LPB’s programming and educational initiatives.
2024 Sponsorship Opportunities

GALA PRESENTING SPONSOR – $75,000
(One Available)

**GALA**
- One exclusive VIP table for eight
- Private pre-reception with the Honorees for eight
- Reserved VIP seating at the live Awards Ceremony

**SPECIAL EVENTS**
- Invitations to all LPB screenings and events throughout the year

**PROMOTIONS/MEDIA**
- A $50,000 annual marketing package of your choice: on-air, digital, or print
- An on-air champion spot (*:30 Message of Support that will run for 12 consecutive months*)
- Recognition in *Visions* and *Louisiana Life Magazine* for one full year (*combined circulation: over 100k*)

**EXCLUSIVITY**
- There is only one Gala Presenting Sponsor
- First right of renewal the following year (*Must renew by October 30, 2024*)
- Each time the event is tagged on social media, your company name will be mentioned

**EVENT COVERAGE/VISIBILITY**
- Presenting Sponsor recognition in 500 statewide broadcast spots for the Awards Ceremony and Auction
- Customized :15 Message of Support in the live broadcast of the Legends Awards Ceremony (*open and close*)
- Presenting sponsorship :15 Message of Support in the Louisiana Legends Series (*open and close*)
- On-Air donor roll recognition during program
- Prominent signage displayed at the Gala and Awards Ceremony
- Sponsor recognition listed on event webpage at lpb.org/legends
- Online auction recognition
- Prominent recognition in the Gala program
- Sponsorship will be recognized in all press releases, as well as during the event and in all broadcast, print, digital, and email materials related to the planning and execution of the event

*Minimum Value: $157,500*
2024 Sponsorship Opportunities

PREMIER SPONSOR – $50,000
(One Available)

GALA
- One exclusive VIP table for eight
- Private pre-reception with the Honorees for eight
- Reserved VIP seating at the live Awards Ceremony

SPECIAL EVENTS
- Invitations to all LPB screenings and events throughout the year

PROMOTIONS/MEDIA
- A $20,000 annual marketing package of your choice: on-air, digital, or print
- An on-air champion spot (:30 Message of Support that will run for 12 consecutive months)
- Recognition in Visions and Louisiana Life Magazine for one full year (combined circulation: over 100k)

EXCLUSIVE
- There is only one Premier Sponsor
- First right of renewal the following year (Must renew by October 30, 2024)
- Each time the event is tagged on social media, your company name will be mentioned

EVENT COVERAGE/VISIBILITY
- Premier Sponsor recognition in 500 statewide broadcast spots for the Awards Ceremony and Auction
- Customized :15 Message of Support in the live broadcast of the Legends Awards Ceremony (open and close)
- Premier sponsorship :15 Message of Support in the Louisiana Legends Series (open and close)
- On-Air donor roll recognition during program
- Prominent signage displayed at the Gala and Awards Ceremony
- Sponsor recognition listed on event webpage at lpb.org/legends
- Online auction recognition
- Prominent recognition in the Gala program
- Sponsorship will be recognized in all press releases, as well as during the event and in all broadcast, print, digital, and email materials related to the planning and execution of the event

Minimum Value: $127,500
2024 Sponsorship Opportunities

PLATINUM SPONSOR – $25,000
(Six Available)

GALA
- One exclusive VIP table for eight
- Private pre-reception with the Honorees for eight
- Reserved VIP seating at the live Awards Ceremony

SPECIAL EVENTS
- Invitations to all LPB screenings and events through the year

PROMOTIONS/MEDIA
- A $10,000 annual marketing package of your choice: on-air, digital, or print
- An on-air champion spot (:30 Message of Support that will run for 12 consecutive months)
- Recognition in Visions and Louisiana Life Magazine for one full year (combined circulation: over 100k)

EXCLUSIVE
- There are six Platinum Sponsorships available
- First right of renewal the following year (Must renew by October 30, 2024)
- Each time the event is tagged on social media, your company name will be mentioned

EVENT COVERAGE/VISIBILITY
- Platinum Sponsor recognition in 500 statewide broadcast spots for the Awards Ceremony and Auction
- Customized :15 Message of Support in the live broadcast of the Legends Awards Ceremony (open and close)
- Platinum sponsorship :15 Message of Support in the Louisiana Legends Series (open and close)
- On-Air donor roll recognition during program
- Prominent signage displayed at the Gala and Awards Ceremony
- Sponsor recognition listed on event webpage at lpb.org/legends
- Online auction recognition
- Prominent recognition in the Gala program
- Sponsorship will be recognized in all press releases, as well as during the event and in all broadcast, print, digital, and email materials related to the planning and execution of the event

Minimum Value: $117,500
2024 Sponsorship Opportunities

GALA BENEFACCTOR – $10,000

GALA
• One exclusive table for eight
• Open Seating at the live Awards Ceremony

PROMOTIONS/MEDIA
• Recognition in Visions and Louisiana Life Magazine for one full year (combined circulation: over 100k)

EVENT COVERAGE/ VISIBILITY
• On-Air donor roll recognition during program
• Prominent signage displayed at the Gala and Awards Ceremony
• Sponsor recognition listed on event webpage at lpb.org/legends
• Prominent recognition in the gala program

Minimum Value: $12,500

GALA STAR – $6,000

GALA
• Four seats for the sitdown dinner
• Open Seating at the live Awards Ceremony

Minimum Value: $8,500

EVENT COVERAGE/ VISIBILITY
• On-Air donor roll recognition during program
• Prominent signage displayed at the Gala and Awards Ceremony
• Sponsor recognition listed on event webpage at lpb.org/legends
• Prominent recognition in the Gala program
<table>
<thead>
<tr>
<th>Components</th>
<th>Gala Presenting Sponsor (75k)</th>
<th>Premier Sponsor (50k)</th>
<th>Platinum Sponsor (25k)</th>
<th>Gala Benefactor (10k)</th>
<th>Gala Star (6k)</th>
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</thead>
<tbody>
<tr>
<td>Marketing package (on-air, digital, or print)</td>
<td></td>
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<tr>
<td>On-air Champion spot</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
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<tr>
<td>Invitations to all LPB events</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td></td>
<td></td>
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<tr>
<td>Sponsorship recognition in the live broadcast of the Legends Awards Ceremony (:.15 message of support, open and close)</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
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<tr>
<td>Private pre-reception with the Honorees</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
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<tr>
<td>500 Promotional spots</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
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<tr>
<td>Sponsorship recognition in the Louisiana Legends Series (.15 message of support, open and close)</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td></td>
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<tr>
<td>Online auction recognition</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
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<tr>
<td>Recognition in <em>Visions</em> and <em>Louisiana Life Magazine</em> (combined circulation: over 100k) (1 year)</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>One table of eight for the sitdown dinner plus VIP seating for the Awards Ceremony</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>four tickets</td>
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<tr>
<td>On-air donor roll recognition during program</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
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<td>✔</td>
</tr>
<tr>
<td>Prominent signage displayed at the Gala and Awards Ceremony</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
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<td>✔</td>
</tr>
<tr>
<td>Recognition listed on event page (lpb.org/legends)</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
</tbody>
</table>

Minimum Value: $157,500 $127,500 $117,500 $12,500 $8,500

For more information, contact Paula Carbo in the Friends of LPB office at 225.910.2027 or pcarbo@lpb.org
Louisiana Legends Series

For over 30 years, LPB has premiered an annual Louisiana Legends Series which provides an intimate glimpse into the lives of each of the honorees. These honorees are some of the state’s most influential, visionary, and successful citizens. The insightful and entertaining interviews will be viewed by the honorees, their families, friends, colleagues, fans, and those wanting to learn more. Your embedded sponsorship message on each interview will align your company with the power of this impressive audience for decades to come. Each episode will broadcast statewide and will continue to live on in our digital library as well as YouTube allowing it to be viewed on demand. This form of branding is immeasurable and the benefits will continue long after the sponsorship is over.
Previously Honored Louisiana Legends

2023
Gayle Benson
Warrick Dunn
Gary Fields
BG Gary M. Jones
Irene W. & C.B. Pennington Family

2022
Beth Courtney
Arthur Favre
Dr. Saundra “Yancy” McGuire
Dr. Stephen McGuire
Paul Mainieri
Valsin Marmillion
Thomas Whitehead

2021
Dr. Carolyn Leach Huntoon
Dr. Terry King
Terry C. Landry, Sr.
Johnny Robinson
Donna Saurage

2019
Todd Graves
Denise Lewis Patrick
Roy O. Martin III
Newton Thomas
Rebecca Vizard

2018
D-D Breaux
Thomas Chance
James Elrod
Ted Jones
Sybil Morial

2017
Julian E. Bailes, Jr., M.D.
James Moncus
Juan Pierre
Dee Dee Reilly
Toni & Emmet Stephenson

2016
Hollis Conway
Charlie Cook
William Doré
Sylvia Goodman
W. Henson Moore
Charlie Weems

2015
Kathleen Babineaux Blanco
Robert Crais
Joe Dumar
Rolland Golden
Roger Ogden

2014
Dale Brown
Mary Frey Eaton
Murphy J. “Mike” Foster, Jr.
Buddy Guy
W. Elton Kennedy

2013
O. Delton Harrison
C. Paul Hiliard
Honorable Kitty Kimball
Ellis Marsalis
Glen Post

2012
Dr. James Andrews
Mickey Gilley
Gayle Hatch
Ambassador Linda Thomas-Greenfield
Richard Zuschlag

2011
Bill Conti
Lt. General Rusell L. Honoré
Norman V. Kinsey
Laura A. Leach
Jerry Stovall

2010
James Burton
Louis J. Michot
Marjorie Morrison
Willis Reed
Buddy Roemer

2009
Terry Bradshaw
William H. Gray
Joy Nalty Hodges
Jimmy D. Long, Sr.
Ken Wells

2008
Lt. Gen. Andy Anderson
Lt. Gen. John Spencer Hardy
Ben Kleinpeter
Tony Kushner
Lynn Whitfield

2007
Leah Chase
Kevin P. Reilly, Sr.
Matilda Gray Stream
Honorable David C. Treen

2006
Chairman Earl Barbry, Sr.
Senator John Breaux
Mignon Faget
Ambassador James A. Joseph
Virginia Shehee
<table>
<thead>
<tr>
<th>Year</th>
<th>Louisiana Legends</th>
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<tbody>
<tr>
<td>2005</td>
<td>Kix Brooks</td>
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<tr>
<td></td>
<td>Coach Paul Dietzel</td>
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<td></td>
<td>Coach Sue Gunter</td>
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<td></td>
<td>Roy O. Martin, Jr.</td>
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<td></td>
<td>Wm. Clifford Smith</td>
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<td></td>
<td>Honorable Andrew Young</td>
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<td></td>
<td>James E. Davison</td>
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<td></td>
<td>Robert Harling</td>
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<td>Ron Zappe</td>
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<tr>
<td>2003</td>
<td>Stephen Ambrose</td>
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<td></td>
<td>Dr. Norman C. Francis</td>
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<td></td>
<td>William Joyce</td>
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<td></td>
<td>Charles W. McCoy</td>
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<td></td>
<td>Zachary Richard</td>
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<td></td>
<td>Shirley Verrett</td>
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<tr>
<td>2002</td>
<td>Ella Brennan</td>
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<td></td>
<td>Lou Brock</td>
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<td></td>
<td>Archbishop Philip M. Hannan</td>
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<td></td>
<td>Bert Turner</td>
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<td>2001</td>
<td>Marc Breaux</td>
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<td></td>
<td>Donald “Boysie” Bollinger</td>
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<td></td>
<td>Archie Manning</td>
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<td>Robin Roberts</td>
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<td>2000</td>
<td>Skip Bertman</td>
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<td>Kitty Carlisle Hart</td>
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<td></td>
<td>Johnny Rivers</td>
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<td>Alden J. “Doc” Laborde</td>
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<td></td>
<td>John P. Laborde</td>
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<td></td>
<td>C.C. Lockwood</td>
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<td>1999</td>
<td>Faith Ford</td>
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<td>Sen. J. Bennett Johnston</td>
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<td></td>
<td>Jimmy Taylor</td>
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<td></td>
<td>Irma Thomas</td>
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<td>1998</td>
<td>Victor Bussie</td>
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<td></td>
<td>Clyde Connell</td>
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<td></td>
<td>Blaine Kern</td>
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<td></td>
<td>Honorable John McKeithen</td>
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<td></td>
<td>Allen Toussaint</td>
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<td>1997</td>
<td>Willie Davenport</td>
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<td>Michael Doucet</td>
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<td></td>
<td>Sister Helen Prejean</td>
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<td>Robert Rucker</td>
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<td>1996</td>
<td>Dr. Joy Browne</td>
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<td></td>
<td>Chef John Folse</td>
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<td></td>
<td>Shirley Ann Grau</td>
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<td></td>
<td>Coach Eddie Robinson</td>
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<td>1995</td>
<td>Hon. Lindy Boggs</td>
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<td>Lod Cook</td>
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<td></td>
<td>Percy Sledge</td>
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<tr>
<td>1994</td>
<td>Bert Jones</td>
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<td></td>
<td>Doug Kershaw</td>
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<td></td>
<td>Aaron Neville</td>
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<td></td>
<td>Chef Paul Prudhomme</td>
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<td></td>
<td>A. Hays Town</td>
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<td></td>
<td>Gus Weill</td>
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<td>1993</td>
<td>Elizabeth Ashley</td>
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<td></td>
<td>James Carville</td>
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<td></td>
<td>Pete Fountain</td>
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<td>Rex Reed</td>
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<td>Hon. John Minor Wisdom</td>
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<td></td>
<td>Michael E. DeBakey, M.D.</td>
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<td></td>
<td>Al Hirt</td>
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<td></td>
<td>Robert L. Pettit, Jr.</td>
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<td></td>
<td>George Rodrigue</td>
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<tr>
<td>1990</td>
<td>Gene Callahan</td>
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<td></td>
<td>Jimmie Davis</td>
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<td></td>
<td>Ernest J. Gaines</td>
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<td>Ron Guidry</td>
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<td></td>
<td>Sen. Russell Long</td>
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<td></td>
<td>Justin Wilson</td>
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</tbody>
</table>
Celebrating 48 Years of Quality Programming and Educational Resources

LPB is a state network of seven non-commercial television stations and affiliates licensed to the Louisiana Educational Television Authority, established in 1971 by the Louisiana Legislature. The system includes stations and affiliates in Alexandria, Baton Rouge, Lake Charles, Lafayette, Monroe, New Orleans and Shreveport.

One of LPB’s best known and signature series, *Louisiana Legends*, showcases nationally prominent Louisiana natives and serves as the inspiration for our celebratory gala. We are looking forward to saluting all of the outstanding *Louisiana Legends* at our elegant event, which shares the same name.

Friends of LPB is a private, non-profit corporation organized to support public television programming on LPB. Established in 1973 by a group of interested private citizens, Friends of LPB has donated over $14 million during the past decade with the help of thousands of volunteers and nearly 21,000 financial supporters.

Your tax-deductible support of the *Louisiana Legends Awards Gala and Auction*, and Friends of LPB, will go toward expanding all of LPB’s many services, which includes broadcasting interviews with the Legends during the coming year.

Just as historians preserved the stories of the heroes and heroines of days past, LPB and Friends of LPB seek to celebrate and commemorate Louisiana’s present legends to inspire future generations.

We thank you for your help in making this possible.

Thank you!
INVOICE

Please select your sponsorship level:

☐ Presenting Sponsor - $75,000  ☐ Gala Benefactor Plus - $20,000  ☐ Gala Benefactor - $10,000
☐ Premier Sponsor - $50,000  ☐ Platinum Sponsor - $25,000  ☐ Gala Star - $6,000

CONTACT DETAILS

Individual/Company Name

Phone Number

Representative

E-mail Address

Preferred Mailing Address

Date

PAYMENT

☐ Please Bill Me:

Mailing Address

☐ Check Enclosed (Make check payable to Friends of LPB)

☐ Charge to:  ○ Visa  ○ Mastercard  ○ American Express  ○ Discover

Card Card Number:

Expiry Date:  /  CVV Code:

Billing Address for Credit Card

Name on Card (Print)

Signature

Thank you for supporting Louisiana Legends and LPB!

Please mail completed invoice and payment to the address below or scan and email pcarbo@lpb.org

Friends of LPB ~ 7733 Perkins Road ~ Baton Rouge, LA ~ 70810 ~ 225.910-2027