



LOUISIANA
Legends
Celebrating 35 Years

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 2025 Louisiana Legends Gala and Auction will be held on:

Thursday, May 1, 2025
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.





2025 Louisiana Legends Honorees:



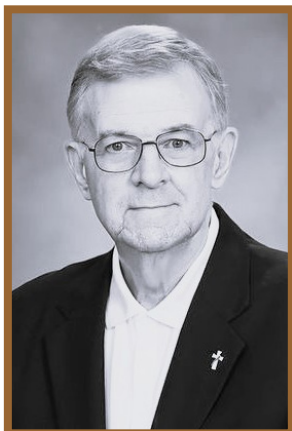
Claire Fontenot



The Goldring Family



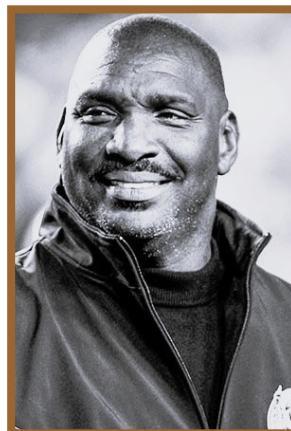
John H. Dalton



Dan Borné



Judi Betts



Doug Williams

For over thirty years, Friends of Louisiana Public Broadcasting has celebrated the state's best and brightest as Louisiana Legends. The 2025 honorees have excelled in a variety of fields, including the public service, military, arts, philanthropy, and sports.



2025 Sponsorship Opportunities

GALA PRESENTING SPONSOR – \$75,000

(One Available - Gayle & Tom Benson Charitable Foundation)

GALA (includes eight tickets)

- Champagne cocktail reception
- Sit down dinner complete with wine pairings
- Reserved VIP seating at the live Awards Ceremony

SPECIAL EVENTS

- Presenting sponsor for the 2025 Louisiana Young Heros (minimum value: \$25k)
- Invitations to all LPB screenings and events throughout the year

PROMOTIONS/MEDIA

- A \$75,000 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

- 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*)
- 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
- Sponsorship will be recognized in event press release, 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: 176,000

RESERVED



2025 Sponsorship Opportunities

PREMIER SPONSOR – \$50,000 (One Available)

GALA (includes eight tickets)

- Champagne cocktail reception
- Sit down dinner complete with wine pairings
- Reserved VIP seating at the live Awards Ceremony

SPECIAL EVENTS

- Premier sponsor for the 2025 Louisiana Young Heros (minimum value: \$15k)
- 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 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

- 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*)
- 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
- 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: \$140,000



2025 Sponsorship Opportunities

PLATINUM SPONSOR – \$25,000 (Six Available)

GALA (includes eight tickets)

- Champagne cocktail reception
- Sit down dinner complete with wine pairings
- Reserved VIP seating at the live Awards Ceremony

SPECIAL EVENTS

- Invitations to all LPB screenings and events throughout the year

PROMOTIONS/MEDIA

- A \$25,000 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 are six Platinum Sponsorships available
- First right of renewal the following year (*Must renew by October 30, 2024*)

EVENT COVERAGE/ VISIBILITY

- Platinum sponsorship :15 *Message of Support* in the Louisiana Legends Series (*open and close*)
- Name recognition on the open and close donor roll for the awards ceremony and each episode of the Louisiana Legends Series
- 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
- 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: \$86,000



2025 Sponsorship Opportunities

GALA BENEFACTOR – \$10,000

GALA (includes eight tickets)

- Champagne cocktail reception
- Sit down dinner complete with wine pairings

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: \$25,000

GALA STAR – \$6,000

GALA (includes four tickets)

- Champagne cocktail reception
- Sit down dinner complete with wine pairings

Minimum Value: \$11,000

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



Components	Gala Presenting Sponsor (75k)	Premier Sponsor (50k)	Platinum Sponsor (25k)	Gala Benefactor (10k)	Gala Star (6k)
Marketing package (on-air, digital, or print)	50k	20k	10k		
On-air Champion spot	☑	☑	☑		
Invitations to all LPB events	☑	☑	☑		
Sponsorship recognition in the live broadcast of the Legends Awards Ceremony (:15 message of support, open and close)	☑	☑	☑		
500 Promotional spots	☑	☑	☑		
Sponsorship recognition in the Louisiana Legends Series (:15 message of support, open and close)	☑	☑	☑		
Online auction recognition	☑	☑	☑		
Private pre-reception with the Honorees	☑	☑	☑	☑	
Recognition in <i>Visions</i> and <i>Louisiana Life Magazine</i> (combined circulation: over 100k) (1 year)	☑	☑	☑	☑	
One table of eight for the sitdown dinner plus VIP seating for the Awards Ceremony	☑	☑	☑	☑	four tickets
On-air donor roll recognition during program	☑	☑	☑	☑	☑
Prominent signage displayed at the Gala and Awards Ceremony	☑	☑	☑	☑	☑
Recognition listed on event page (lpb.org/legends)	☑	☑	☑	☑	☑
Minimum Value:	\$157,500	\$127,500	\$117,500	\$15,500	\$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 proudly premiered the annual Louisiana Legends series, offering an intimate look into the lives of Louisiana's most influential, visionary, and successful citizens. These honorees are celebrated not only for their accomplishments but for the lasting impact they've made in their communities and beyond. Each interview provides a thoughtful, engaging narrative that will resonate with honorees, their families, friends, colleagues, fans, and those eager to learn more about Louisiana's distinguished figures.

By sponsoring Louisiana Legends, your company's message will be embedded within each episode, aligning your brand with this powerful and inspiring audience for years to come. Every episode is broadcast statewide and preserved in our digital library and on YouTube, allowing for on-demand viewing and sustained reach. This form of brand association is invaluable, with benefits that continue long after the sponsorship period concludes.





Previously Honored Louisiana Legends

2024

Honorable Bernette Joshua Johnson
Honorable John Bel Edwards and
Donna Edwards
Dr. Sam Nader
Wendell Pierce
Todd Walker

2023

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

2022

Beth Courtney
Arthur Favre
Dr. Sandra "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 Dumars
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 Hilliard
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 Russel 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



Previously Honored Louisiana Legends

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

2005

Kix Brooks
Coach Paul Dietzel
Coach Sue Gunter
Roy O. Martin, Jr.
Wm. Clifford Smith
Honorable Andrew Young

2004

Brig. Gen. Sherian Cadoria Ret.
James E. Davison
Robert Harling
Ron Zappe

2003

Stephen Ambrose
Dr. Norman C. Francis
William Joyce
Charles W. McCoy
Zachary Richard
Shirley Verrett

2002

Ella Brennan
Lou Brock
Archbishop Philip M. Hannan
Bert Turner

2001

Marc Breaux
Donald "Boysie" Bollinger
Archie Manning
Robin Roberts

2000

Skip Bertman
Kitty Carlisle Hart
Johnny Rivers
Alden J. "Doc" Laborde
John P. Laborde
C.C. Lockwood

1999

Faith Ford
Sen. J. Bennett Johnston
Jimmy Taylor
Irma Thomas

1998

Victor Bussie
Clyde Connell
Blaine Kern
Honorable John McKeithen
Allen Toussaint

1997

Willie Davenport
Michael Doucet
Sister Helen Prejean
Robert Rucker

1996

Dr. Joy Browne
Chef John Folse
Shirley Ann Grau
Coach Eddie Robinson

1995

Hon. Lindy Boggs
Lod Cook
Lt. Col. James D. Halsell, Jr.
Percy Sledge

1994

Bert Jones
Doug Kershaw
Aaron Neville
Chef Paul Prudhomme
A. Hays Town
Gus Weill

1993

Elizabeth Ashley
James Carville
Pete Fountain
Rex Reed
Hon. John Minor Wisdom

1991

Gen. Robert H. Barrow,
U.S.M.C. (Ret.)
Michael E. DeBakey, M.D.
Al Hirt
Robert L. Pettit, Jr.
George Rodrigue

1990

Gene Callahan
Jimmie Davis
Ernest J. Gaines
Ron Guidry
Sen. Russell Long
Justin Wilson



Friends of LPB Board

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Chair - Shreveport

Howard White
Vice Chair - Baton Rouge

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Treasurer - Natchitoches

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Secretary - Baton Rouge

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Baton Rouge

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Many

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Baton Rouge

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Shreveport

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Lafayette

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Baton Rouge

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Baton Rouge

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Baton Rouge

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Shreveport

Jody Montelaro
Baton Rouge

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Vera Olds
Baton Rouge

Rick Perry
Baton Rouge

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Baton Rouge

Sauna Sanford
Baton Rouge

Ashley Porche Tassin
Baton Rouge

Kristie Thomas
Mandeville

Steve Woods
Leesville

Celebrating 49 Years of Quality Programming and Educational Resources

Friends of LPB is a private, non-profit corporation organized to support public television programming on LPB. Your tax-deductible support of the Louisiana Legends Awards Gala and Auction, and Friends of LPB, will go toward expanding LPB's many services during the coming year.

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

We thank you for your help in making this possible.

Thank you!



LOUISIANA
Legends

INVOICE

Please select you sponsorship level:

- | | | |
|--|--|---|
| <input type="checkbox"/> Presenting Sponsor - \$75,000 | <input type="checkbox"/> Platinum Sponsor - \$25,000 | <input type="checkbox"/> Gala Star - \$6,000 |
| <input type="checkbox"/> Premier Sponsor - \$50,000 | <input type="checkbox"/> Gala Benefactor Plus - \$20,000 | <input type="checkbox"/> Gala Benefactor - \$10,000 |

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!
For information contact Paula Carbo at pcarbo@lpb.org or 225.910-2027.
Friends of LPB ~ 7733 Perkins Road ~ Baton Rouge, LA ~ 70810