



LOUISIANA
Legends
Celebrating 32 Years

The Louisiana Legends Awards Gala and Auction is a special annual event hosted by Friends of Louisiana Public Broadcasting and Gala Co-Chairs, Governor and Mrs. John Bel Edwards. 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 the state.

The 2022 Louisiana Legends Gala and Auction will be held on:

Thursday, April, 28
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.





2022 Louisiana Legends Gala
Thursday, April 28

Honorees:

Beth Courtney

Arthur Favre

Dr. Sandra Yancy McGuire

Dr. Stephen McGuire

Coach Paul Mainieri

Valsin Marmillion

Thomas Whitehead

Friends of Louisiana Public Broadcasting



Friends of LPB Executive Committee



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Chairperson



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Vice Chair



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Past
Chairperson



Howard White
Secretary



Therese Nagem
Treasurer

Friends of LPB Mission Statement

To cultivate members, funds, and resources to maximize LPB's programming and educational initiatives.



2022 Sponsorship Opportunities

GALA PRESENTING SPONSOR – \$75,000 (Sold)

- ◇ At least 300 promotional spots with individual or corporate recognition produced for the Awards Ceremony and broadcast statewide on LPB
- ◇ Twelve month underwriting recognition on LPB to rotate in primetime programming **(exclusive to Gala Presenting Sponsor and Premier Sponsor)**
- ◇ Sixteen invitations to the private pre-reception with the Honorees at the Governor's Mansion (pending COVID restrictions), two tables of eight with premier seating at the Gala, and reserved VIP seating at the live Awards Ceremony **(exclusive to Gala Presenting Sponsor)**
- ◇ Sponsorship recognition in the broadcast of the Louisiana Legends Awards Ceremony and six-part Louisiana Legends Series (:30 message of support) **(exclusive to Gala Presenting Sponsor and Premier Sponsor)**
- ◇ Exclusive underwriter for the Gala sit-down dinner at Louisiana's Old State Capitol
- ◇ Prominent signage displayed at the Gala and Awards Ceremony
- ◇ Individual or corporate recognition listed in Gala program, at lpb.org/legends, and in online galleries for the Louisiana Legends auction.
- ◇ Individual/corporate recognition in *Visions*, LPB's monthly program guide (circulation 17,500), and in *Louisiana Life* magazine (circulation 85k)



2022 Sponsorship Opportunities

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

- ◇ At least 200 promotional spots with individual or corporate recognition produced for the Awards Ceremony and broadcast statewide on LPB
- ◇ Twelve month underwriting recognition on LPB to rotate in primetime programming **(exclusive to Gala Presenting Sponsor and Premier Sponsor)**
- ◇ Eight invitations to the private pre-reception with the Honorees at the Governor's Mansion, one table of eight at the Gala, and reserved seating at the live Awards Ceremony
- ◇ Sponsorship recognition in the broadcast of the Louisiana Legends Awards Ceremony and six-part Louisiana Legends Series (:30 message of support) **(exclusive to Gala Presenting Sponsor and Premier Sponsor)**
- ◇ Exclusive underwriter for the cocktail reception at Louisiana's Old State Capitol
- ◇ Prominent signage displayed at the Gala and Awards Ceremony
- ◇ Individual or corporate recognition listed in Gala program, at lpb.org/legends, and in online galleries for the Louisiana Legends auction.
- ◇ Individual/corporate recognition in *Visions*, LPB's monthly program guide (circulation 17,500), and in *Louisiana Life* magazine (circulation 85k)



2022 Sponsorship Opportunities

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

- ◇ At least 150 promotional spots with individual or corporate recognition produced for the Awards Ceremony and broadcast statewide on LPB
- ◇ Nine month underwriting recognition on LPB to rotate in primetime programming
- ◇ Eight invitations to the private pre-reception with the Honorees at the Governor's Mansion, one table of eight at the Gala, and reserved seating at the live Awards Ceremony
- ◇ Sponsorship recognition in the broadcast of the Louisiana Legends Awards Ceremony and six-part Louisiana Legends Series (:15 message of support)
- ◇ Exclusive underwriter for the private pre-reception at the Governor's Mansion hosted by Gala Co-Chairs, Governor and Mrs. John Bel Edwards
- ◇ Prominent signage displayed at the Gala and Awards Ceremony
- ◇ Individual or corporate recognition listed in Gala program, at lpb.org/legends, and in online galleries for the Louisiana Legends auction.
- ◇ Individual/corporate recognition in *Visions*, LPB's monthly program guide (circulation 17,500), and in *Louisiana Life* magazine (circulation 85k)



2022 Sponsorship Opportunities

GALA BENEFACTOR – \$10,000 (Six Available)

- ◇ At least 100 promotional spots with individual or corporate recognition produced for the Awards Ceremony and broadcast statewide on LPB
- ◇ Eight complimentary invitations to the private pre-reception with the Honorees at the Governor's Mansion (pending COVID restrictions), one table of eight with premier seating at the Gala, and reserved seating at the live Awards Ceremony
- ◇ Sponsorship recognition in the broadcast of the Louisiana Legends Awards Ceremony and six-part Louisiana Legends Series (:15 message of support)
- ◇ Prominent signage displayed at the Gala and Awards Ceremony
- ◇ Individual or corporate recognition listed in Gala program, at lpb.org/legends, and in on-line galleries for the Louisiana Legends auction.
- ◇ Individual/corporate recognition in *Visions*, LPB's monthly program guide (circulation 17,500), and in *Louisiana Life* magazine (circulation 85k)
- ◇ Underwriting opportunities available
 - Gala Entertainment
 - Gala Dessert Reception
 - Gala Transportation
 - Legends Silent Auction Promotions (over 100K contacts)
 - Prominent Ad on the LPB App
 - Prominent Ad on LPB's Web Homepage



Louisiana Legends Series

(Exclusive to Gala Presenting Sponsor and Gala Benefactor)

LPB premieres a six-part *Louisiana Legends Series* each year. Louisiana Legends, for over 30 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 charmed audiences in these entertaining and insightful interviews.

Discover the vision, creativity, perseverance, artistry and dedication that drive the Louisiana Legends to achieve their dreams.





2022 Sponsorship Opportunities

GALA STAR – \$6,000 (*Eight Available*)

- ◇ At least 50 promotional spots with individual/corporate recognition broadcast statewide on LPB (**exclusive to Gala Star**)
- ◇ Individual or corporate recognition listed in Gala program, at lpb.org/legends, and in online galleries for the Louisiana Legends auction.
- ◇ Enjoy a cocktail reception, dinner with wine pairings (guaranteed seating together), and the live broadcast of the Awards Ceremony
- ◇ 4 complimentary tickets to the Gala and Awards Ceremony
- ◇ Prominent signage displayed at the Gala and Awards Ceremony

GALA PATRON – \$3,000 (*Two Available*)

- ◇ Individual or corporate recognition listed in Gala program, at lpb.org/legends, and in online galleries for the Louisiana Legends auction.
- ◇ Enjoy a cocktail reception, dinner with wine pairings, and the live broadcast of the Awards Ceremony
- ◇ 4 complimentary tickets to the Gala
- ◇ Prominent signage displayed at the Gala

GALA ATTENDEE (*Limited Availability*)

\$600 – Pair of Tickets
(Guaranteed seats together)

\$300 – Individual Tickets
(Seat selections are not guaranteed)

Tickets will go on sale to the public February 18, 2022

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



Previously Honored Louisiana Legends

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

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



Previously Honored Louisiana Legends

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



*Celebrating 46 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:

- | | | |
|--|---|--|
| <input type="checkbox"/> Presenting Sponsor - \$75,000 | <input type="checkbox"/> Gala Benefactor - \$10,000 | <input type="checkbox"/> Gala Patron - \$3,000 |
| <input type="checkbox"/> Premier Sponsor - \$50,000 | <input type="checkbox"/> Gala Star - \$6,000 | <input type="checkbox"/> Gala Attendee - \$300 |
| <input type="checkbox"/> Platinum Sponsor - \$25,000 | | |

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 tcrockett@lpb.org
Friends of LPB ~ 7733 Perkins Road ~ Baton Rouge, LA ~ 70810 ~ 225.767.4464