

## 2020 Business Law & Leadership Gala

### Honorees

This event will honor the civic-minded and distinguished leadership of

#### **Lucy Fato**

Executive Vice President and General Counsel, American International Group, Inc.

#### **Mark A. Steffensen**

Senior Executive Vice President and General Counsel, HSBC North America - USA.

#### **Mrs. Matilda Raffa Cuomo**

Chairperson, Pro Bono, The New York State Mentoring Program

**Monday, June 15, 2020**

**Virtual:** 6:30 p.m. Online Reception and Awards Presentation

## Major Sponsorship Opportunities

### [ ] **\$50,000 PLATINUM**

- Special recognition during Gala Toast
- Full-screen greeting looped during reception
- Highest priority logo placement on Gala web page
- Highest priority listing of sponsor name on Gala invitation, Gala web page sponsorship list, and select pre-Gala communications

### [ ] **\$30,000 GOLD**

- Special recognition during Gala Toast
- Full-screen greeting looped during reception
- Premium logo placement on Gala web page
- Premium listing of sponsor name on Gala invitation, Gala web page sponsorship list, and select pre-Gala communications

### [ ] **\$15,000 SILVER**

- Special recognition during Gala Toast
- Full-screen greeting looped during reception
- Prominent logo placement on Gala web page
- Prominent listing of sponsor name on Gala invitation, Gala web page sponsorship list, and select pre-Gala communications

### **Additional Sponsorship Opportunities**

- [ ] **\$10,000 LEADER**
  - Recognition during Gala Toast
  - Full-screen greeting looped during reception
  - Logo on Gala web page
  - Sponsor name listed on Gala web page sponsorship list
  
- [ ] **\$5,000 PARTNER**
  - Half-screen greeting looped during reception
  - Sponsor name listed on Gala web page sponsorship list
  - Receive a personalized thank you video clip

### **Individual Ticket Opportunities**

- [ ] **\$500 BENEFACTOR**
  - Virtual gala admission
  - Listing on greeting looped during reception
  - Receive a personalized thank you video clip
  
- [ ] **\$250 NONPROFIT/ALUMNI**
  - Virtual gala admission
  - Listing on greeting looped during reception
  - Receive a personal note of thanks from our team
  
- [ ] **Donate What You Can**
  - Virtual gala admission
  - Receive a personal note of thanks from our team

**2020 Business Law & Leadership Gala  
All Levels Sponsorship Reply Form**

\$50,000 PLATINUM

\$10,000 LEADER

\$30,000 GOLD

\$5,000 PARTNER

\$15,000 SILVER

\*See next page for individual ticket form

Firm or Company Name: \_\_\_\_\_  
(as you would like to be listed in event materials)

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Contact for greeting: \_\_\_\_\_ Telephone: \_\_\_\_\_  
(if different from contact above)

To reserve your Gala sponsorship, please send this form to James at [jvalentin@lawyersalliance.org](mailto:jvalentin@lawyersalliance.org).

Payment options: With our physical office currently closed, we prefer electronic payments. Please pay via

1. ACH - Please ask us for our ACH instructions by contacting [jvalentin@lawyersalliance.org](mailto:jvalentin@lawyersalliance.org) or 212-219-1800, ext. 225.

2. Online - Please [pay online](#) and specify in the comments section that the donation is for the Gala.

3. Check - If you mail a check, please advise us at the foregoing email.

4. Credit Card - I wish to use my personal / corporate card (circle one)

Credit Card Information:     Amex             MasterCard             Visa

\$ \_\_\_\_\_

Amount charged

Cardholder name (please print)

Credit card number

Expiration date

Cardholder signature

The fair market value of goods or services provided in exchange is \$250 for each regular ticket and \$350 for each VIP ticket (in person event only).

A copy of our most recently filed financial report is available from the Charities Registry on the New York State Attorney General's website ([www.charitiesnys.com](http://www.charitiesnys.com)) or, upon request, by contacting Lawyers Alliance, 171 Madison Avenue, 9th Floor, New York, NY 10016. You also may obtain information on charitable organizations from the New York State Office of the Attorney General at [www.charitiesnys.com](http://www.charitiesnys.com) or (212) 416-8686.

## 2020 Business Law & Leadership Gala Individual Reply Form

- \$500 BENEFACTOR (in-person or virtual gala ticket)  
 \$250 NONPROFIT/ALUMNI (in-person or virtual gala ticket)  
 Virtual gala ticket /donation of \$\_\_\_\_\_

[Click here for reply form for sponsorships](#)

Name of Guest: \_\_\_\_\_ Title: \_\_\_\_\_

Name of Guest: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

To reserve your spot at the Gala, please email this form as a PDF to James Valentin at [jvalentin@lawyersalliance.org](mailto:jvalentin@lawyersalliance.org).

*Payment options: With our physical office currently closed, we prefer electronic payments. Please pay via*

1. Online - Please [pay online](#) and specify in the comments section that the donation is for the Gala.
2. Check - If you mail a check, please advise us at the foregoing email.
3. Credit Card - I wish to use my personal / corporate card (circle one)

Credit Card Information:       Amex       MasterCard       Visa

\$ \_\_\_\_\_

Amount charged

Cardholder name (please print)

Credit card number

Expiration date

Cardholder signature

*The fair market value of goods or services provided in exchange is \$250 for each individual ticket (in person event only).*

*A copy of our most recently filed financial report is available from the Charities Registry on the New York State Attorney General's website ([www.charitiesnys.com](http://www.charitiesnys.com)) or, upon request, by contacting Lawyers Alliance, 171 Madison Avenue, 9th Floor, New York, NY 10016. You also may obtain information on charitable organizations from the New York State Office of the Attorney General at [www.charitiesnys.com](http://www.charitiesnys.com) or (212) 416-8686.*

## 2020 Business Law & Leadership Gala Logo and Greeting Specifications

Our Business Law & Leadership Gala will feature **name and logo listing on the Gala page of our website** and **electronic corporate greetings projected on a large screen** during guest arrival, the cocktail reception, and transition to the dinner and awards presentation.

### **Logo Specifications for Website:**

Please provide your logo to Lawyers Alliance **as soon as possible**, as we will be periodically updating the website leading up to the event.

144 ppi at approximately 800 pixels wide or 6", white or transparent background in JPEG, PNG, PDF, or EPS file formats.

### **Greeting Specifications for Event:**

JPEG or PDF file format at a resolution of at least 150 ppi. Grayscale (B&W) or color (RGB).

#### **Size:**

Platinum, Gold, Silver and Leader Sponsors: Full Screen Non-Bleed: 9.25" wide x 5.5" high

Partner Sponsors: Half Screen: 4.5" wide x 5.5" high

### **Delivery:**

Please email your greeting to James Valentin at [jvalentin@lawyersalliance.org](mailto:jvalentin@lawyersalliance.org). If you have any questions, please contact James by email or at 212-219-1800, ext. 225.

Thank you!

May 7, 2020