

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

In-person 6:00 p.m. Reception, 7:00 p.m. Dinner and Awards Presentation
Gotham Hall, 1356 Broadway (at 36th Street), New York, NY

OR

Virtual: 7:00 p.m., Online Reception and Awards Presentation

Major Sponsorship Opportunities

[] \$50,000 PLATINUM

- Four tickets to exclusive pre-event VIP reception with Honorees*
- Priority premium 12-seat table with corporate signage*
- Special recognition during Gala Toast
- Full-screen greeting looped during reception
- Highest priority logo placement on Gala web pageHighest priority listing of sponsor name on Gala invitation), Gala web page sponsorship list, event-day signage*, and select pre-Gala communications

[] \$30,000 GOLD

- Two tickets to exclusive pre-event VIP reception with Honorees*
- Premium 12-seat table with corporate signage*
- 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, event-day signage*, and select pre-Gala communications

An asterisk * denotes benefits for in-person event

Major Sponsorship Opportunities (continued)

- [] **\$15,000 SILVER**
- 12-seat table with corporate signage*
 - 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, event-day signage*, and select pre-Gala communications

Additional Sponsorship Opportunities

- [] **\$10,000 LEADER**
- 10-seat table with corporate signage*
 - Recognition during Gala Toast
 - Full-screen greeting looped during reception
 - Logo on Gala web page
 - Sponsor name listed on event-day signage* and Gala web page sponsorship list
- [] **\$5,000 PARTNER**
- Reserved seating for 5 with corporate signage*
 - Half-screen greeting looped during reception
 - Sponsor name listed on event-day signage* and Gala web page sponsorship list
 - Receive a personalized thank you video clip

Individual Ticket Opportunities

- [] **\$500 BENEFACTOR**
- Reserved seating for 1 guest*
 - Listing on greeting looped during reception
 - Receive a personalized thank you video clip
- [] **\$250 NONPROFIT/ALUMNI**
- Reserved seating for 1 guest*
 - Listing on greeting looped during reception
 - Receive a personal note of thanks from our team
- [] **Donate What You Can**
- Join us if there is a virtual gala
 - Receive a personal note of thanks from our team

An asterisk * denotes benefits for in-person event

**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 email this form as a PDF to James Valentin at
jvalentin@lawyersalliance.org.

Payment options: With our physical office currently closed, ACH transfer payments are preferred. Please ask us for our ACH instructions by contacting jvalentin@lawyersalliance.org or 212-219-1800, ext. 225. If you mail a check, please advise us at the foregoing email.

Or pay by 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) 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 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 \$_____**

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.

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 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 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) 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 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. If you have any questions, please contact James by email or at 212-219-1800, ext. 225.

Thank you!

April 24, 2020