

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.

Wednesday, April 29, 2020

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

Major Sponsorship Opportunities

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

- Four tickets to exclusive pre-event VIP reception with Honorees
- Priority premium 12-seat table with corporate signage
- Full-screen greeting looped during cocktail reception
- Highest priority logo placement on Gala web page
- Highest priority listing of firm, corporation or individual sponsor name in Gala invitation (*if you respond by March 16, 2020*), on Gala web page sponsorship list, and event-day signage

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

- Two tickets to exclusive pre-event VIP reception with Honorees
- Premium 12-seat table with corporate signage
- Full-screen greeting looped during cocktail reception
- Premium logo placement on Gala web page
- Premium listing of firm, corporation or individual sponsor name in Gala invitation (*if you respond by March 16, 2020*), on Gala web page sponsorship list, and event-day signage

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

- 12-seat table with corporate signage
- Full-screen greeting looped during cocktail reception
- Prominent logo placement on Gala web page
- Prominent listing of firm, corporation or individual sponsor name in Gala invitation (*if you respond by March 16, 2020*), on Gala web page sponsorship list, and event-day signage

**2020 Business Law & Leadership Gala
Major Sponsorship Reply Form**

☐ \$50,000 PLATINUM

☐ \$30,000 GOLD

☐ \$15,000 SILVER

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)

Please make your check payable to: Lawyers Alliance for New York.

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. To reserve your Gala sponsorship, please email this form as a PDF to James Valentin at jvalentin@lawyersalliance.org, or by mail to Lawyers Alliance for New York, 171 Madison Avenue, 9th Floor, New York, NY 10016. If you have any questions, please contact James at 212-219-1800, ext. 225.

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 and Silver Sponsors:

Full Screen Non-Bleed: 9.25" 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 at 212-219-1800, ext. 225.

Thank you!

January 22, 2020