



BLACK ENTERTAINMENT & SPORTS LAWYERS
ASSOCIATION

2023 SPONSORSHIP OPPORTUNITIES

WWW.BESLA.ORG

The Mission of the Black Entertainment and Sports Lawyers Association (BESLA) is to advance the excellence of professionals in the entertainment, sports and related industries. BESLA is a nationally recognized leader in legal education and professional development within the United States for lawyers and professionals in the entertainment, sports, and related industries.

DIAMOND PARTNER \$100,000

- Exclusive Diamond Partner in the category (i.e., beverage, car manufacturer, etc.)
- Opportunity to submit a panelist at one regional program (including mid-year conference) AND annual conference
- Premier Logo placement on all BESLA platforms*
- Full page color ad in annual digital conference journal
- Eight (8) BESLA annual memberships
- Eight (8) complimentary registrations for one regional program AND the annual conference
- Up to four (4) invitations to Special Events during the year
- Unlimited job postings during the year
- Up to 5 Sponsor Spotlights during the year
- Ability to provide commemorative gift for distribution at all regional programs (including mid-year conference) and the annual conference
- Named scholarship(s) presented at a BESLA event
- Display of your promotional video on BESLA website or socials media

- BESLA platforms include the BESLA website, social media and emails
- ❖ Promotional videos up to 3 mins for website; up to 1.5 mins on social media



PLATINUM PARTNER \$50,000

- Event sponsor at one regional program (including mid-year conference) AND annual conference
 - Opportunity to submit a panelist at one regional program (including mid-year conference) AND annual conference
 - Prominent Logo placement on all BESLA platforms*
 - Listing on BESLA website as a “Platinum Partner” during year of sponsorship
 - Full page color ad in annual digital conference journal
 - Six (6) BESLA annual memberships
 - Six (6) complimentary registrations for one regional program AND the annual conference
 - Up to four (4) invitations to Special Events during the year
 - Unlimited job postings during the year
 - Up to 3 Sponsor Spotlights during the year
 - Ability to provide commemorative gift for distribution at all regional programs (including midyear conference) and annual conference
 - Named scholarship(s) presented at a BESLA event
 - Display of your promotional video on BESLA website or socials media**
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- BESLA platforms include the BESLA website, social media and emails
 - ❖ Promotional videos up to 3 mins for website; up to 1.5 mins on social media



EMERALD PARTNER \$20,000

- Event sponsor at one regional program (including mid-year conference) AND the annual conference
 - Opportunity to submit a panelist at one regional program (including mid-year conference) AND annual conference
 - Logo placement on all BESLA platforms *
 - Listing on BESLA website as a “Emerald Partner” during year of sponsorship
 - Full page color ad in annual digital conference journal
 - Three (3) BESLA annual memberships
 - Three (3) complimentary registrations for a regional program (including the midyear conference) OR the annual conference
 - Up to three (3) invitations to Special Events during the year
 - Unlimited job postings during the year
 - Up to two (2) Sponsor Spotlights during the year
 - Ability to provide commemorative gift for distribution at all regional programs (including mid-year conference) and annual conference
- ❖ BESLA platforms include the BESLA website, social media and emails



GOLD PARTNER \$15,000

- Logo placement on all BESLA platforms*
- Listing as Sponsor at one regional program (including midyear conference)
- Listing on BESLA website as a “Gold Partner” during year of sponsorship
- Full page color ad in annual digital conference journal
- Three (3) BESLA annual memberships
- Three (3) complimentary registrations for a regional program (including the mid-year conference)
OR the annual conference
- Two (2) invitations to Special Events during the year
- Unlimited job postings during the year
- One (1) Sponsor Spotlight during the year
- Ability to provide commemorative gift for distribution at all regional events, the mid-year and the annual conference

SILVER PARTNER \$10,000

- Logo placement on all BESLA platforms*
 - Listing as Sponsor at one regional program (including mid-year conference)
 - Listing on BESLA website as a “Silver Partner” during year of sponsorship
 - Full page color ad in annual digital conference journal
 - Two (2) BESLA annual memberships
 - Two (2) complimentary registrations for a regional program (including the mid-year conference) OR the annual conference
 - Unlimited job postings during the year
 - Ability to provide commemorative gift for distribution at all regional events, the mid-year and the annual conference
- ❖ BESLA platforms include the BESLA website, social media and emails



BRONZE PARTNER \$5,000

- Logo placement on BESLA platforms
- Listing on BESLA website as a “Bronze Partner” during year of sponsorship
- Half-page page ad in annual digital conference journal
- One (1) complimentary annual membership
- One (1) complimentary registration for the mid-year conference or a regional program

FRIEND OF BESLA \$3,500

- Listing on BESLA website as a “Friend of BESLA” during year of sponsorship
 - Half-page page ad in annual digital conference journal
 - One (1) complimentary registration for themid-year conference OR a regional program
- ❖ BESLA platforms include the BESLA website, social media and emails



SPONSORSHIP FORM

Sponsor/Company/Organization

Point of Contact

Address

Email

Phone

SPONSORSHIP DETAILS

| Level | Notes | Amount of Sponsorship | Total |
|--------------|-------|--------------------------|-------|
| Diamond | | \$100,000.00 | |
| Platinum | | \$50,000.00 | |
| Emerald | | \$20,000.00 | |
| Gold | | \$15,000.00 | |
| Silver | | \$10,000.00 | |
| Bronze | | \$5,000.00 | |
| Friend | | \$3,500.00 | |
| Full Page Ad | | \$2,500.00 | |
| Scholarship | | | |
| Other | | | |
| | | Sponsorship Total | |

DELIVERABLES

| Deliverables | Due Date | Instructions |
|-------------------|-------------------------|--|
| Journal Ad | September 1, 2023 | Email: conference@besla.org |
| Logo | ASAP after payment | Email: conference@besla.org ; sponsor@besla.org |
| Payment | Upon 14 days of invoice | See invoice or besla.org |
| Event Registrants | 60 days prior to event | Email: conference@besla.org |
| | | |

AUTHORIZED SIGNATURE

| | |
|-------|-----------|
| Name | Signature |
| Title | Email |
| Phone | |
| | |

BESLA SENDS A SPECIAL THANK YOU TO ALL OF OUR 2022 SPONSORS AND DONORS.

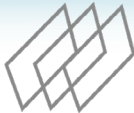
ENTERTAINMENT PARTNER



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FRIENDS OF BESLA

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Thank You



P.O. Box 351120 ♦ Los Angeles, CA 90035
info@besla.org ♦ www.besla.org ♦ sponsors@besla.org