



**2017 Business Law & Leadership Gala**

**Honoring:**

Bruce Campbell  
Chief Development, Distribution and Legal Officer of Discovery Communications

Viacom Law Department

The New York Community Trust

**Tuesday, May 2, 2017**

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

Master of Ceremonies:

Aric Press, Partner, Bernero & Press and Former Editor-in-Chief, ALM

**Major Sponsorship Opportunities**

[ ] **\$45,000 PLATINUM CHAIRS**

- Priority premium 12-seat table with corporate signage
- One additional seat at an Honoree table
- 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 24, 2017*), on Gala web page sponsorship list, and event-day signage

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

- 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 24, 2017*), on Gala web page sponsorship list, and event-day signage

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

- 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 24, 2017*), on Gala web page sponsorship list, and event-day signage



Lawyers Alliance  
*for* New York

BUSINESS LAW &  
LEADERSHIP  
— G A L A —

To reserve your sponsorship of Lawyers Alliance's 2017 Business Law & Leadership Gala, please complete the attached form and send it to Development Coordinator James Valentin by email as a PDF to [jvalentin@lawyersalliance.org](mailto:jvalentin@lawyersalliance.org), fax to 212-941-7458, or mail to Lawyers Alliance for New York, 171 Madison Avenue, 6th Floor, New York, NY 10016.

If you have any questions, please contact James Valentin at 212-219-1800, ext. 225.

*The fair market value of goods or services provided in exchange is \$200 for each ticket.*



**2017 Business Law & Leadership Gala**  
**Major Sponsorship Reply Form**

- [ ] \$45,000 PLATINUM CHAIR
- [ ] \$30,000 GOLD CHAIR
- [ ] \$15,000 SILVER COMMITTEE

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

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### **2017 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 in March and April 2017.

JPEG or PDF file format at a resolution of 72 ppi and at least 3" across on a white or transparent background. Grayscale (B&W) or color (RGB).

#### **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 Chairs,                      Full Screen Non-Bleed: 9.25" wide x 5.5" high  
    Gold Chairs,  
    Silver Committee

#### **Delivery:**

Please email your greeting to Development Coordinator James Valentin at [jvalentin@lawyersalliance.org](mailto:jvalentin@lawyersalliance.org).

If you have any questions, please contact James Valentin at 212-219-1800, ext. 225.

Thank you!

March 6, 2017