

THE 10TH ANNUAL
BETTER BROTHERS
LOS ANGELES
TRUTH AWARDS



AFFIRMING. UPLIFTING.
Necessary!

SPONSORSHIP *and*
BRAND OPPORTUNITIES



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Celebrating ten years of excellence, The Truth Awards highlights contributions made by the Black LGBTQ+ community and its allies, and provides financial support to LGBTQ+ students pursuing college and vocational education.

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:: JOIN US MARCH 30, 2024 ::

TheTruthawards.com



*“Whatever it is you see in me,
know it’s in you too.”*

– Angelica Ross, Actress
Founder of TransTech, and
Culture & Arts Award Honoree



The Truth Awards was created by **Better Brothers Los Angeles** (BBLA) which provide spaces for the Black LGBTQ+ community to network, socialize, and be BETTER - at Life, Love, and Community. Created in 2014, BBLA sponsors events that strengthen community and the lives of Black LGBTQ+ people.

The DIVA Foundation, founded in 1990 by Emmy Award Winning and Tony-nominated actress and HIV/AIDS activist **Sheryl Lee Ralph**, was created as a living memorial to the many friends she lost as an original cast member of the Broadway musical DREAMGIRLS; and because of the threat HIV/AIDS posed to women and children. The DIVA Foundation’s partnership with BBLA continues its long history of supporting causes that advance a more equitable and loving world.

“The Truth Awards is a beautiful canvas of equality, where every stroke is cherished, every color shines bright; embracing diversity creates a masterpiece of harmony and love.”

– Sheryl Lee Ralph



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EVENT HIGHLIGHTS

- The Truth Awards has garnered over **5.1 billion online impressions** and over **\$20,000,000** in added media value.
- Media partner FoxSoul has streamed the annual awards ceremony to **over 44 million viewers**, since 2021.
- Since its inception in 2015, the Truth Awards has honored over **50 individuals** including Los Angeles Mayor Karen Bass, Judge Darrin Gayles, James Earl Hardy, Kalen Allen, TS Madison, and Emmy Award winners Colman Domingo, Karamo Brown, Anthony Hemingway, Taj Paxton, Loretta Devine and Sheryl Lee Ralph.
- **Over \$250,000 in scholarships** and computers have been awarded to date.
- **Celebrities** such as Oprah Winfrey, Dwyane Wade, Gabrielle Union, Sherri Shepherd, Tisha Campbell, Simone Missick and more have joined the celebration to show their support of the LGBTQ+ community.
- Zaya Wade made her **Red Carpet Debut** at the Truth Awards.
- Previous **Musical Performances** featured a star-studded lineup of talented artists, including Rashsaan Patterson, Angie Fisher, Frenchie Davis, B. Slade, Ann Nesby, Shanice Wilson, Tweet, CeCe Penniston, Durand Bernarr, Coco Gamble (SWV), Avery Wilson, and Kenny Lattimore.



At the sixth annual Truth Awards, 12-year-old **Zaya Wade**, accompanied by her parents, retired NBA star Dwyane Wade, and stepmother, actress Gabrielle Union, proudly made her debut on the red carpet as a transgender individual.

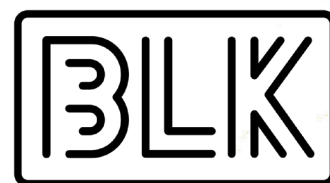




OUR 2023 BRAND PARTNERS



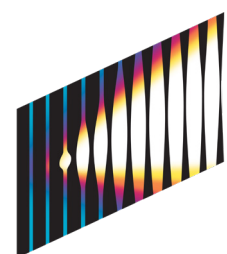
The AMAAD Institute
Arming Minorities Against Addiction & Disease



In The Meantime



NETFLIX



**SONY
PICTURES**

USC Race and
Equity Center



PARTNERSHIP OPPORTUNITIES

SPONSORSHIP BENEFITS	PRESENTING \$100K	PLATINUM \$65K	GOLD \$25K	SILVER \$15K	BRONZE \$10K
Tickets with preferred placement, and entrance to welcome reception and afterparty	24 Tix	20 Tix	12 Tix	10 Tix	6 Tix
Option to Donate additional tickets to BBLA for talents/scholars or award honoree	4 Tix	2 Tix	2 Tix	2 Tix	
Champagne service during dinner	✓	✓			
Complimentary valet service	✓	✓	✓	✓	✓
Dedicated brand moment during ceremony as: Featuring sponsor-produced advertisement, Brand representative remarks and/or presenting of an awards category	:60 Sec	:15 or :30 Sec			
Host/Presenter verbal acknowledgment from stage during awards ceremony	✓	✓	✓		
Brand logo included on red carpet step-and-repeat	✓	✓			
Brand logo featured on souvenir book cover	✓	✓			
Full page color advertisement in Program Book	Back Cover	Inside Cover	Inside Cover	Inside Page	Inside Page
On-site sponsor display activation space during welcome reception and afterparty (Opportunity for activation collaboration, production cost paid by sponsor)	✓	✓			
Brand logo incorporated in stage design and video loop/reel on ballroom monitors	✓	✓	✓	✓	✓
Sponsor Acknowledgement on gift bags utilizing brand logo	✓				
Brand logo included in custom graphic for digital photobooth	✓				
Brand logo included in broadcast credits	✓				
Brand name and logo featured in event advertising, press releases, and on website	✓	✓	✓	✓	
Recognition in dedicated custom social media posts	✓				

EXCLUSIVE OPPORTUNITIES

SPONSORSHIP BENEFITS	SOCIAL INFLUENCER RECEPTION \$75K	PRE-AWARDS RECEPTION \$40K	POST-AWARDS AFTERPARTY \$40K
Exclusive Naming as host for Truth Award Reception(s) or Afterparty	✓	✓	✓
Dedicated brand moment during reception which includes Brand representative remarks and presenting of the social influencer award.	✓	✓	✓
Brand logo listed on all reception materials, signage, video reel, and step-and-repeat	✓	✓	✓
10' x 10' activation space	✓	✓	✓
Tickets for the Social Influencer reception	24 Tix		
Tickets to the Truth Awards (with preferred seating), access to Welcome Reception and Afterparty	10 Tix	10 Tix	10 Tix
Truth Awards Complimentary valet service	✓	✓	✓
Full page advertisement in souvenir book	✓	✓	✓
Brand name and logo featured in event advertising, press releases, and on website	✓	✓	✓
Recognition as an presenting sponsor in dedicated custom social media posts on Instagram, Twitter, and Facebook	✓	✓	✓

Sponsorship offerings can be customized. As a partner, we will work closely with you to create a package to fit your organization's unique business objectives and needs. Your association with the Truth Awards will provide you access to our vast loyal audience and supporters from around the country.

Partnership with the Better Brothers LA allows you to:

- Build brand recognition and increase your profile with the award show audience.
- Offer our audience unique activations and direct engagements with your service.
- Showcase your company's commitment to Diversity & Inclusion along Arts and Education.
- Entertain your VIP clients, prospects and employees with an exclusive event, access to talent, and reserved seating.

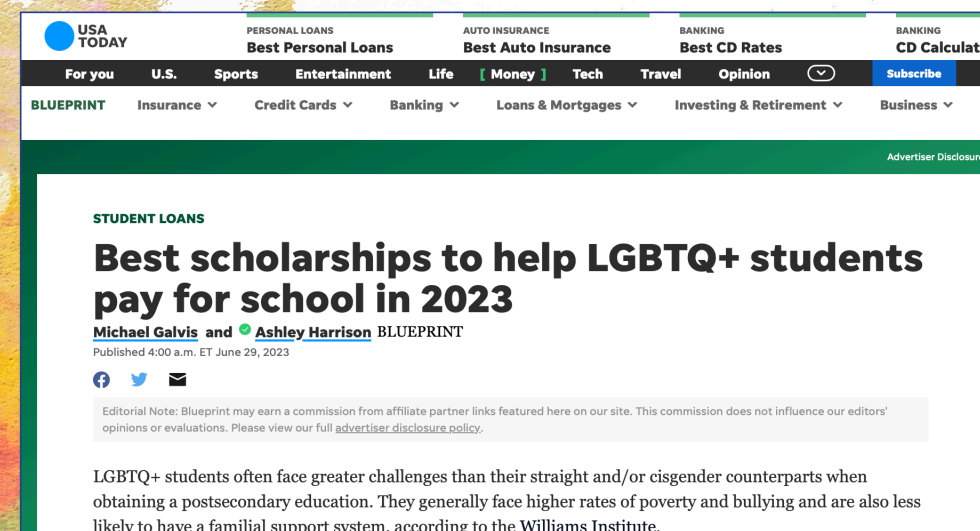
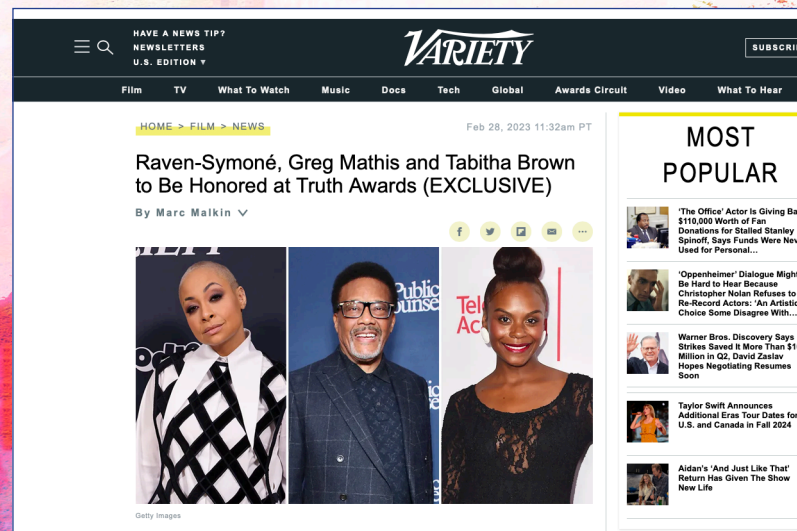


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COMMITMENT DEADLINE: FEBRUARY 1, 2024 For more information about brand and partnership opportunities email info@betterbrothersla.com

TRUTH AWARDS IN THE PRESS

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CONTACT US

For partnership inquiries, please contact :

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(323) 505-2252

Deadline to participate is **FEBRUARY 1, 2024** (or until sold out).

For more event information about the 10th Annual Truth Awards, visit **www.TheTruthAwards.com** or contact us at **info@BetterBrothersLA.com**.



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CREDITS

Truth Awards Branding and Partnership Guide was created by
Attain Design and Marketing Communications

*All images in this guide were taken at the Truth Awards.
Photo credit: Andreas Branch Photography

