



2020 ANNUAL CONFERENCE INFORMATION DECK

OUR REACH



has a network of over 3,000 lawyers, professionals and law students across the United States and abroad.

LAWYERS

Attorneys from leading law firms, In-house counsel from major entertainment and sports companies, and law school professionals.

NON-LAWYERS

Business executives, financiers, agents, talent, athletes, managers, business owners and a wide-variety of other professionals.

LAW STUDENTS

Diverse law students from across the country who have a focus on the entertainment, sports and related industries.

Our members, supporters and partners are involved with numerous industries and fields.

◆ Professional & Amateur Sports

◆ Film

◆ Digital Content

◆ Video Games

◆ Cable & Broadcast Television

◆ Music

◆ Publishing

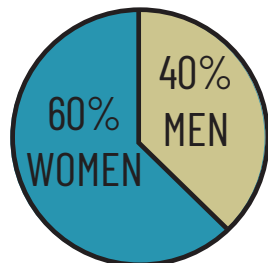
◆ Fashion

◆ Marketing

◆ OTT Services

◆ Touring

◆ Technology



Most of our members are between 30-60 years old.

Our members are tastemakers, international travelers, trendsetters, investors, and groundbreakers within their industries.

SPONSORSHIPS

Our success greatly depends on the generosity of our corporate sponsors, law firms and individual donors.

Be a title or major sponsor of our international annual conference, one or more of our regional events across the U.S., and/or donate to our scholarship fund or auctions.

Opportunities to Support



Annual Conference



Regional Events



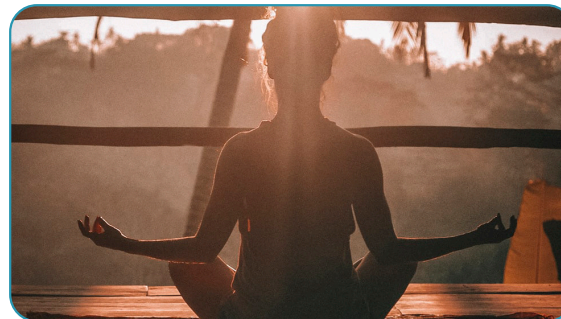
Panel Discussions



Auctions



Scholarships



BESLA Health Initiative



Women in Sports Initiative

Our sponsors determine the best way for them to partner with BESLA and maximize the benefits received.

WHY SUPPORT BESLA?

The mission of  *is to advance the excellence of professionals in the entertainment, sports and related industries.*

- ◆ Access to top influencers, executives, change-makers, leaders and professionals
- ◆ Promote and showcase your brand to our impressive membership
- ◆ Create opportunities for your leaders to increase their visibility and interact with other leaders
- ◆ Support BESLA's efforts to provide educational and networking opportunities
- ◆ Propel the next generation of legal professionals through BESLA's Scholarship Program
- ◆ Address corporate diversity goals through integrated engagement with BESLA's membership
- ◆ Help BESLA support entrepreneurs on all career levels
- ◆ Educate and learn about employment opportunities in the entertainment, sports and related industries
- ◆ BESLA is a 501(c)3 organization

OUR PAST HONOREES

(SAMPLE LIST)

Entertainment & Sports Companies

BET Networks
Denver Broncos
Don King Productions, Inc.
EMI Music Publishing
Fox Audience Strategy
Microsoft Corporation
MTV Networks
NBCUniversal
RLJ Companies, Inc.
Sony Music Entertainment, Inc.
Viacom

Music Influencers

Larkin Arnold
Clarence Avant
Herby "Luv Bug" Azor
Uwonda Carter
Berry Gordy
Antonio "L.A." Reid

Sports Influencers

Henry "Hank" Aaron
Muhammad Ali
Jim Brown
Dr. John Carlos
Bill Duffy
Michele A. Roberts
Max Siegel
DeMaurice Smith
Tommy Smith

Film/TV/Digital Influencers

George Cheeks
Frank Cooper
Lisa E. Davis
Bill Duke
Laurie Robinson Haden
Kim Harris
Cheryl Boone Isaacs
Loretha Jones
Debra Lee
Richard Parsons
Nina Shaw

Community Influencers

Nicole Avant
The Honorable David N. Dinkins
Paula Madison
Judy Smith
Johnny Taylor
Joseph K. West

OUR PAST SPEAKERS

(SAMPLE LIST)

Yemi Abayomi, Associate General Counsel, Facebook

Jim Brown, Football Legend, Actor & Humanitarian

George Cheeks, Co-Chairman, NBC Entertainment

Fabienne Claremont, Vice President, Discovery Communications

Matthew Diller, Dean of Fordham Law School

Cheo Hodari Coker, Film/Television Producer and Creator of Luke Cage TV Series

Frank Cooper, Chief Marketing Officer, Black Rock

Bill Duke, Actor, Director, Producer, Writer

Charles Frazier, Vice President, City National Bank-Sports & Entertainment Group

Nicole Duckett Fricke, General Counsel, Los Angeles Clippers

Joy Ganes, Head of Production Legal, OWN Studios

Jay Grant, General Counsel, Fusion Media Group

Jeff Harleston, General Counsel, Universal Music Group

Reggie Hudlin, Screenwriter, Director, Producer

Zabrina Jenkins, Marketing Director, Starbucks

Kevin Liles, CEO, 300 Entertainment

Paula Madison, CEO, Madison Media Management, LLC

Riche McKnight, SVP, Deputy General Counsel & Global Head of Litigation at Endeavor

Steve Pamon, COO, Parkwood Entertainment

Keyes Hill-Edgar, EVP Global Business Affairs and General Counsel, Viacom Media Networks

Larry Reynolds, MLB Agent

Michele A. Roberts, Executive Director, National Basketball Players Association

Bart Scott, Former NFL Player, CBS Analyst

Ghazi Shami, CEO, Empire Distribution

Max Siegel, CEO, USA Track & Field

DeMaurice Smith, Executive Director, NFL Players Association

David Stern, Former NBA Commissioner

Antoine Walker, Former NBA Player

David White, National Executive Director, SAG/AFTRA

Vanessa Williams, Actress

ANNUAL CONFERENCE

At the Annual Conference, more than 300



members and supporters gather at a

destination outside of the continental US to experience an unparalleled business conference.



Welcome Reception



Legends Breakfast



10 or More CLE Panels



Fireside Chat



Film Festival



Gala & Awards Dinner



Chairman's/President Reception

REGIONAL EVENTS

At our regional events throughout the country, our members and supporters meet to experience panel discussions, receptions, live music, networking opportunities and much more.

◆ Atlanta

◆ Martha's Vineyard

◆ New York (Mid-Year Conference)

◆ Washington, DC

◆ Los Angeles (LA Summit)

◆ Chicago

Each regional event features leaders and influencers in the entertainment sports, and related industries who engage with the attendees through panel discussions, keynote addresses, presentations, and networking events.

Over 3,000 guests attend our regionals events annually, and you will benefit from the even greater reach we have through our marketing, social media and press media efforts before and following the events.

We hold more than 10 regional events each year, providing you with the opportunity to sponsor all of the regional events, several of them, or just one.

SUPPORT A BESLA INITIATIVE - BECOME A STRATEGIC PARTNER



has established initiatives to address critical needs of its members and the community at large.

BESLA HEALTH INITIATIVE

Through programs and partnerships, BESLA seeks to educate the community about health issues (mental, physical, etc.), and provide avenues of support for those in need.

BESLA WOMEN IN SPORTS INITIATIVE

BESLA seeks to uplift women and promote their advancement in the sports industry to combat inequalities and obtain parity.

Become a strategic  *partner.*

BESLA BOASTS STRATEGIC PARTNERSHIPS WITH KEY BRANDS AND ORGANIZATIONS

- ◆ MPAA - Internship program for law students
- ◆ Audience Awards - BESLA's Film Festival
- ◆ NAACP - To combat voter suppression, advocate for civil rights, and promote equality
- ◆ Silence the Shame - Programs to educate and bring awareness to mental health issues
- ◆ h Club - BESLA's Speaker Series at h Club

SCHOLARSHIPS



awards financial scholarships to deserving law students who are seeking careers in the media, entertainment, sports, technology and/or related industries.

BESLA has awarded over \$200,000 in scholarships to over 70 law students over the past 20 years.



With the help of donors and sponsors, BESLA invests in our future by supporting the dreams of law students who want to become successful lawyers and make a difference in our community.

WE APPRECIATE OUR SPONSORS



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