

BETTER BROTHERS LOS ANGELES

TRUTH AWARDS

MARCH 15, 2025 | BEVERLY HILTON HOTEL

**SPONSORSHIP
& BRAND OPPORTUNITIES**





THE TRUTH AWARDS

For ten years, members of the Black LGBTQ+ community have gathered in Los Angeles to recognize and honor their own, provide scholarships to LGBTQ+ youth and thank those called allies.

The Truth Awards, has become the seminal event for our community. Each year, over 600 attendees, from across the United States, journey to Los Angeles to be inspired, uplifted and reminded of our community's impact on popular culture, politics and the Arts. We believe this event increases our collective presence and our perception in society.



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PAST HONOREES



KARRINE JEAN-PIERRE



COLMAN DOMINGO



LENA WAITHE



KEITH BOYKINS



ANTHONY HEMINGWAY



RAVEN SYMONÉ



JASON LEE



ANGELICA ROSS



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**RELIVE
THE
MAGIC!**

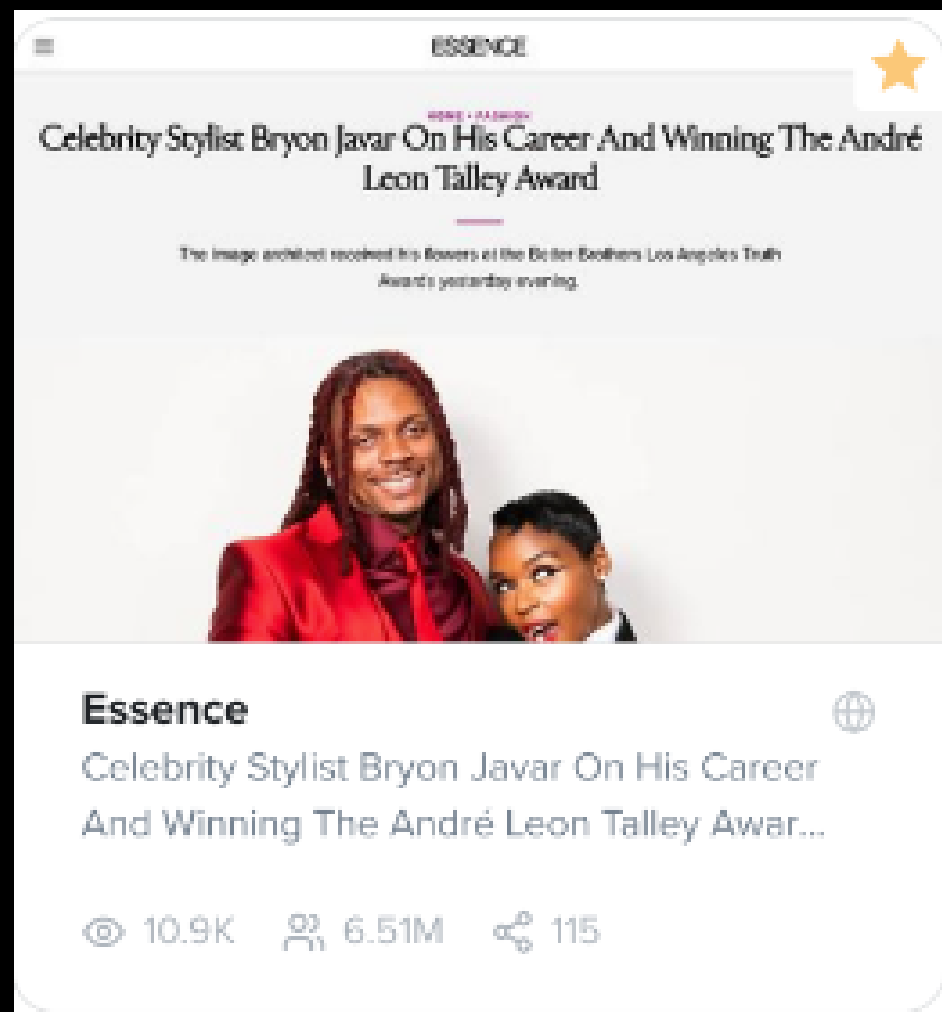
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TRUTH
AWARDS



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2024 EVENT HIGHLIGHTS



**100+ PRESS
PLACEMENTS**

**5 BILLION TOTAL
PRESS IMPRESSIONS**
including print, streaming,
digital, and social

**2 MILLION+ SOCIAL
IMPRESSIONS**

600+ ATTENDEES
including 75+
Influencers



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OUR IMPACT

Since 2013, Better Brothers Los Angeles (BBLA) has provided safe spaces for the Black LGBTQ+ community to network, socialize, and be BETTER – at Life, Love, and Community.

OVER \$300,000 IN SCHOLARSHIPS

Awarded to 50+ LGBTQ+ students fueling their academic aspirations with vital support and to minimize debt.

OVER 5,000 SERVED

BBLA annually serves Los Angeles County residents by fostering connections through impactful programs spanning community discussions, wellness initiatives, mentorship, and cultural experiences.

OVER 50+ HONOREES

Inspired future generations by honoring the accomplishments of Black LGBTQ+ icons and leaders, including past honorees like Raven-Symoné, Colman Domingo, Dr. Shaun Harper, TS Madison, Rahsaan Patterson, and Ellene Miles.



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SPONSORSHIP LEVELS

\$100,000	\$65,000	\$25,000	\$15,000	\$10,000
PRESENTING	PLATINUM	GOLD	SILVER	BRONZE

SPONSORSHIP BENEFITS

*Benefits are based on level of sponsorship

MARKETING

- Recognition as a sponsor in event collateral
- Dedicated Social Media Post
- Opportunity to provide quote in press release
- Logo inclusion in email blast
- Logo inclusion in ticketing platform assets
- Hyperlinked logo on event website
- Recognition in official press release

AT EVENT

- Dedicated on stage moment with remarks (presenting sponsor)
- Opportunity to feature commercial in ballroom
- Logo inclusion in sponsor video reel in ballroom
- Logo inclusion on red carpet step & repeat
- Verbal recognition by host during ceremony
- Opportunity to host on-site activation
- Table(s) at event (10 seats per table)
- Dedicated Table Service
- Photo moment in event portrait studio



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THE FOUNDERS

Eleven years ago, we created the Truth Awards to showcase publicly the excellence found in the Black LGBTQ+ Community. The Truth Awards furthers the mission of Better Brothers Los Angeles which aims to empower the Black LGBTQ+ Community by providing resources, information and opportunities. Thank you for your interest and partnership.



V. Scott Hamilton
Co-Founder



Vincent Holmes
Co-Founder



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OUR PARTNER

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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CUSTOM SPONSORSHIP OPPORTUNITIES AVAILABLE UPON REQUEST

FOR BRAND PARTNERSHIP, PLEASE CONTACT :

V. Scott Hamilton, Program Manager
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11TH ANNUAL TRUTH AWARDS

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TheTruthAwards.com

