



2026 SPONSORSHIP OPPORTUNITIES

46 Years of Legal Excellence in Entertainment Sports and Technology

OUR IMPACT

The Black Entertainment and Sports Lawyers Association (“BESLA”) is a 501(c)(3) professional organization. BESLA is comprised of not only lawyers, but executives, sports agents, talent agents, accountants, financial advisors, related industry professionals and their clients. Founded over 45 years ago by visionaries who saw the need to support African American lawyers and industry executives, BESLA welcomes individuals from all backgrounds committed to fostering equity and excellence in the arts, entertainment, fashion, film/television, music, sports and related industries.

BESLA supports its mission through professional development, scholarship and mentorship, advocacy, community engagement and creating networking opportunities for career advancement.

Sponsoring BESLA supports our mission and provides our partners with branding opportunities and access to top industry professionals and emerging talent through our scholarship programs, regional in-person and virtual programming, online educational events, along with our premier annual CLE conference that brings together thought leaders to discuss legal, business and cultural trends in these industries.

Activate your Sponsorship early to take advantage of a year worth of programming.

Annual BESLA events

May

Mid-Year Conference
Atlanta, GA

May

New York Regional Conference
New York, NY

June

Westcoast Regional
Los Angeles, CA

July

Midwest Regional
Chicago, IL

August

Martha’s Vineyard
Oak Bluffs, MA

September

CBC Event
Washington, DC

October

Annual Conference

THE OPPORTUNITY



Thank you for your consideration of BESLA as a strategic partner to advance the excellence of attorneys and professionals and in entertainment, sports, technology and business.

Support BESLA in the delivery of programming that provides invaluable education and professional development opportunities to support lawyers and professionals at every stage of one's career and organizational transformation. BESLA brings renowned leaders across the entertainment, sports and technological industries to provide cutting edge insight and thought leadership.

Join BESLA in investing in the next generation of outstanding attorneys through scholarships, mentorships, internships and career readiness and support.

BESLA has been a cornerstone of my professional growth for over 25 years and I've personally experienced the profound impact of this organization. Through BESLA, I've received mentorship, internships, and career opportunities from placement at the beginning of the digital transformation of the entertainment industry to leadership roles in

organizations shepherding the 4th industrial revolution driven by Big Tech. BESLA lawyers have supported me as law professors, mentors, managers, sponsors, colleagues, advisors, interns, employees, encouragers and sources of inspiration.

BESLA lawyers remain at the forefront of helping clients and organizations navigate global technological, business model and economic shifts, uncover opportunities and deliver success. BESLA lawyers embody excellence to meet each moment; thrive in uncertainty and ultimately protect culture despite ever-changing landscapes. BESLA represents the legal vanguard of entertainment, sports and culture.

BESLA is honored to have you join us as a strategic partner in driving impact that will reverberate across industries and decades.

Warm regards,

A handwritten signature in black ink that reads "Adrienne Williams". The script is elegant and cursive.

Adrienne Williams
Chairwoman, BESLA

Activate your Sponsorship early. Maximize benefits. Sponsor@BESLA.org

BESLA BOARD OFFICERS



Chairman

Adrienne C. Williams, Esq.

General Counsel
NYC Office of Technology and
Innovation



President

Darrick J. Hooker, Esq.

Partner | Intellectual Property
Barnes & Thornburg



Vice President

Lita Rosario-Richardson

Chair | Entertainment Law Group
Shulman, Rogers, Gandal,
Pordy & Ecker, P.A.



Treasurer

Vanya G. Allen, Esq.

Senior Risk & Compliance Advisor
IBM



Secretary

Angela Y. Ball, Esq.

Sr. Vice President | Regulatory Affairs
NBCUniversal

BOARD OF DIRECTORS



Chiquita Woolfolk Banks, Esq.
Principal
Bankable Consulting, Inc



Aziza A. Bowser, Esq.
Senior Counsel | Production Risk,
Business & Legal Affairs
Paramount Global



Brian K. Broughton, Esq.
Vice-President of Business Affairs
LA28 Olympic and Paralympic Games



Jemar Daniel, Esq.
VP & Senior Counsel
Paramount Global



Nyasha S. Foy, Esq.
Vice President | Business & Legal Affairs
Horizon Media



Lawrence C. Hinkle II, Esq.
Managing Partner
Sanders Roberts, LLP



Allison Hobbs, Esq.
Senior Counsel | Global Comms
PMI Global Brands Inc.



Jakgeem Mays, Esq.
CEO & Managing Attorney
Mays Law Group, P.C.

BOARD OF DIRECTORS CONT'D



Vincent Phillips, Esq.

Founding Partner
Arrington & Phillips, LLP



Leron E. Rogers, Esq.

Immediate Past Chairman
Partner | Entertainment & Sports Law
Fox Rothschild



Darrell Thompson, Esq.

Principal
The Law Office of Darrell Thompson



Joseph K. West, Esq.

Partner
Duane Morris LLP



Marjorie Williams, Esq.

SVP, Business & Legal Affairs
Skydance Sports



Anthony "Tony" Mulrain, Esq.

Partner
Fifth Down Capital



Endi Piper, Esq.

General Counsel
Offscript Worldwide

A LEGACY OF IMPACT: 46 YEARS AND COUNTING

BESLA is a nationally recognized leader in innovative legal education and professional development, uniting a powerful network of attorneys, executives, creatives, and entrepreneurs shaping today's global entertainment and sports industries.

Through scholarships, mentoring, internships, volunteer leadership and career readiness initiatives, BESLA strengthens the pipeline of diverse, high-performing legal and business talent. Sponsors play a direct role in expanding opportunity and advancing excellence across the profession.



BESLA Founder:
Virgil Roberts

BESLA Founder:
Gregory J. Reed

BESLA Founder:
Louise West

BESLA Founder:
Joseph E. Porter, III

OUR 46 YEARS OF IMPACT

Panels and Programming

Continuing a distinguished legacy that has convened nearly 5,000 thought leaders, expert speakers and panelists across entertainment, sports, media, and business over the past 46 years, our programming delivers unmatched visibility and engagement opportunities for our partners. Each year, more than 2,500 professionals engage in BESLA programming, creating unmatched access to senior decision-makers, rising talent, and industry influencers. Early activation allows our partners to take advantage of a year's worth of programming.

Scholarship and Student Volunteer Opportunities

To date, BESLA has provided over \$500,000 in financial assistance and scholarships to support the next generation of leaders, demonstrating the value behind supporting such a vital organization, especially in our current culture climate.

high visibility
engagement.

strong return
on investment



OUR 46 YEARS OF IMPACT

"Our quantifiable achievements with an emphasis on quality programming for nearly half a century demonstrate the value behind supporting such a vital organization, especially in our current culture climate.

Our proven track record of significant contributions to the fields of sports, entertainment, and ancillary industries, offers sponsors a compelling opportunity for high visibility engagement and a strong return on investment."



Brittany Guyre-Powell

Law Student

Georgia State University College of Law

"Through BESLA, I have gained lifelong mentors who provide a model of how to practice at the highest level!"



DeAndre Jackson

Attorney

"Receiving BESLA's HBCU scholarship in law school ultimately helped me land my first job at Nike World Headquarters."



Yoshi Haynie

Attorney

"BESLA changed my life. I received financial assistance at a time when I needed it the most, but more importantly, BESLA provided me with a family."

CELEBRITY HONOREES



Lil' Jon

(Grammy winning Artist & Producer)

"I support BESLA. In my early days of music my partner went down to the BESLA Convention and came back with one of my first deals."



Chris Webber

NBA Hall of Famer
Entrepreneur, Author
Beacon of Industry Award Recipient
2024 Mid-Year Conference

"Being part of the BESLA family means the world, and I'm truly grateful for the recognition. I'm passionate about bringing more opportunities and access to capital to Black communities, and (I) hope that we can continue empowering the next generation of leaders in entertainment, sports and beyond."



Meagan Good

(Actor, Producer, Director, Humanitarian)

I was introduced to the wonderful world of BESLA through my attorney. The organization was refreshing and invigorating. I attended their annual conference recently and was proud to see excellence on display. Having witnessed it first hand, I truly believe BESLA is the embodiment of the phrase, "You must be the change you wish to see"



Carmelo Anthony

NBA Hall of Famer

2025 BESLA Lifetime Achievement Award - Sports



Mara Brock Akil

2024 BESLA Trailblazer Award

SPONSORSHIP PACKAGES

Activate your sponsorship today and reach BESLA's *dynamic network of lawyers, their celebrity clients, executives, law students* and creatives across entertainment, sports, technology and business.



DIAMOND

\$100,000

Activate your Sponsorship early.

Maximize benefits.

Sponsor@BESLA.org



- Listing on BESLA website as a "Diamond Partner"
- Exclusive Sponsorship in Category
- Presenting sponsor at annual conference
- Ten (10) BESLA annual memberships
- Ten (10) complimentary registrations for the annual conference
- Title event sponsor at one regional program, including one panelist or guest speaker
- Preeminent logo placement on all BESLA platforms and annual conference digital journal
- Named scholarship(s) presented at a BESLA event
- Eight (8) invitations to Chairman and President's private reception at the annual conference
- Professional photo session for sponsor in the pre-gala media gallery
- Preeminent placement on the step and repeat, digital projection during all panels
- Verbal Acknowledgement at the BESLA annual conference and at the Annual Gala
- Exclusive opportunity to connect with BESLA's emerging and established talent through résumé collection, targeted outreach, and recruitment touchpoints designed to support internship, fellowship, and long-term hiring pipelines.
- Two (2) emails that spotlight sponsor (sent to our distribution list and only focusing on sponsor)
- Display of sponsor's promotional video (up to 2 minutes) on BESLA website and on BESLA mobile app during the annual conference
- Opportunity to provide a branded commemorative gift for distribution at the annual conference.
- Inclusion on at least two (2) BESLA promotional emails each month
- Mention in at least two (2) BESLA social media posts each month

PLATINUM

\$50,000

Activate your Sponsorship early.
Maximize benefits.
Sponsor@BESLA.org



- Listing on BESLA website as a "Platinum Partner"
- Eight (8) BESLA annual memberships
- Eight (8) complimentary registrations for the annual conference
- One (1) Annual conference panelist placement
- Placement on the primary step and repeat and digital projection during all panels and events at the BESLA Annual Conference
- Four (4) invitations to Chairman and President's private reception at the annual conference
- Professional photo session for sponsor in the pre-gala media gallery
- Title event sponsor at one regional program, including one panelist or guest speaker
- Two (2) page color ad in annual conference digital journal
- Logo placement on all BESLA platforms
- Exclusive opportunity to connect with BESLA's emerging and established talent through résumé collection, targeted outreach, and recruitment touchpoints designed to support internship, fellowship, and long term hiring pipelines.
- One (1) email to BESLA list that spotlights sponsor
- Display of sponsor's promotional video (up to 1 minute) on BESLA website and on BESLA mobile app during the annual conference
- Opportunity to provide a branded commemorative gift for distribution at the annual conference.
- One (1) BESLA promotional email a month
- One (1) BESLA social media post a month

GOLD

\$20,000

Activate your Sponsorship early.
Maximize benefits.
Sponsor@BESLA.org



- Listing on BESLA website as a "Gold Partner"
- Four (4) BESLA annual memberships
- Four (4) complimentary registrations for the annual conference
- Logo placement on all BESLA platforms
- Full page color ad in annual digital conference journal
- Opportunity to connect with BESLA's emerging and established talent through résumé collection, targeted outreach, and recruitment touchpoints designed to support internship, fellowship, and long term hiring pipelines.
- Opportunity to provide a branded commemorative gift for distribution at the annual conference.
- Visibility at the BESLA Annual Conference
- Four (4) BESLA promotional emails a year
- Four (4) BESLA social media posts a year

SILVER

\$10,000

Activate your Sponsorship early.

Maximize benefits.

Sponsor@BESLA.org



- Listing on BESLA website as a "Silver Partner"
- Two (2) BESLA annual memberships
- Two (2) complimentary registrations for the annual conference
- Logo placement on all BESLA platforms
- Full page color ad in annual conference digital journal
- Opportunity to provide a branded commemorative gift for distribution at the annual conference.
- Visibility at the BESLA Annual Conference
- Two (2) BESLA promotional emails a year
- Two (2) BESLA social media posts a year

BRONZE

\$5,000

Activate your Sponsorship early.
Maximize benefits.
Sponsor@BESLA.org



- Listing on BESLA website as a "Bronze Partner" During the calendar year
- Recognition in the annual digital conference journal (1/2-page ad in the digital journal).
- One (1) complimentary registration for the annual conference
- One (1) BESLA annual membership
- Opportunity to provide a branded commemorative gift for distribution at the annual conference.

PARTNER BENEFITS SUMMARY



Benefits	Diamond Partner \$100,000	Platinum Partner \$50,000	Gold Partner \$20,000	Silver Partner \$10,000	Bronze Partner \$5,000
Exclusive sponsor in the category (i.e., beverage, car manufacturer, etc.)	•				
Title event sponsor at one regionalProgram, including one panelist or guest speaker	•	•			
Presenting sponsor at annual conference and panelist placement	•	•			
Logo placement on all BESLA platforms*	•	•	•	•	•
Choice of: a) inside front cover b) inside back cover or c) back cover	•				
Full page color ad in annual digital conference journal	•	•	•		
Sponsor spotlight during 2026 (an email to our 5k proprietary list only focusing on sponsor)	•	•			
Display of sponsor’s promotional video on BESLA website and on BESLA mobile app during 2026 annual conference	•				
Named scholarship(s) presented at a 2026 BESLA event	•	•			
Invitations to Chairman and President’s private reception at the annual conference	•	•			
Professional photo for sponsor in the pre-gala gallery	•	•	•	•	
Ability to provide commemorative gift for distribution at the annual conference	•	•	•	•	•
Complimentary BESLA annual memberships ending December 31, 2026	•	•	•	•	•
Complimentary registrations for the annual conference	•	•	•	•	•
Job postings on BESLA website for 2026	•	•	•	•	

Custom-tailored Packages and Regional Sponsorship Packages Available, please contact BESLA Sponsorship Chair to discuss at sponsor@besla.org.

ANNUAL CONFERENCE JOURNAL AD BUYS, SCHOLARSHIP SUPPORT AND BESLA ENDOWMENT.

Advertise with Impact

Reach top entertainment & sports law professionals in the BESLA Annual Conference Journal and BESLA Conference App!

For more information, contact:
Sponsor@BESLA.org

Support our Scholarship Programs

BESLA Scholarship Fund provides financial assistance each year to deserving law students seeking careers in the entertainment, sports, and related industries via our annual essay competition, which encourages original and innovative research and writing on industry topics; and through our Historically Black College and University Law (HBCU) School scholarships.

BESLA also provides accommodations and financial support to our annual conference student volunteers to attend our annual conference.

BESLA Endowment

The BESLA Endowment ensures perpetual funding for scholarships, internships, and programs supporting law students in entertainment and sports law. Your contributions grow this legacy fund, powering long-term access to education and opportunities for future legal leaders.

SPECIAL THANKS TO THE COMPANIES THAT HAVE POWERED OUR MISSION

Platinum



Gold Partner

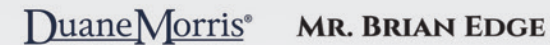


SPECIAL THANKS TO THE COMPANIES THAT HAVE POWERED OUR MISSION

Silver



Bronze



SCHOLARSHIP SPONSORS

Henderson Banks Law • Brian Edge • Shameeka Quallo • Ted Reid • Devin Willis
Community Foundation of New Jersey • GH Private Wealth Management • Netflix

SAVE THE DATE

46th Annual Conference

October 28, 2026 – Nov 1, 2026

Activate your Sponsorship early to maximize benefits. Reach BESLA's network of over 5,000 lawyers, their clients and professionals.

2025 Conference sold out. Don't miss out!



Black Entertainment Sports Lawyers Association

Thank You!

P.O. Box 351120 | Los Angeles, CA 90035

info@besla.org | www.besla.org

Sponsor@BESLA.org

