HEART OF LOS ANGELES PRESENTS

35 YEARS

CELEBRATION

OF THE HEART

APRIL 11, 2024 | TAGLYAN COMPLEX, LOS ANGELES

HONORING

JOHNSON SHAPIRO SLEWETT & KOLE

AND

THE PHILIP AND MURIEL Berman FOUNDATION,
NANCY Berman & ALAN BLOCH
CELEBRATE 35 YEARS OF INCREDIBLE IMPACT

Heart of Los Angeles’ thirty-fifth anniversary gala will be a festive event that brings LA’s arts and entertainment communities together to celebrate HOLA’s tremendous impact on the city and to raise funds that ensure our continued future. Join us for a program steeped in community voice as student artists, parents, alumni and keynote speakers share how our work has changed the trajectories of thousands of young people.

Cocktail hour will be held in the ethereal gardens of the Taglyan Complex, followed by an elegant dinner program. Student activations will give guests a taste of the HOLA magic and show what is possible for our kids when communities come together to create lasting change.

Join us for a star-studded evening of reflection, joy, warmth, and fundraising to solidify HOLA’s vital work for years to come.

For more information, visit www.heartofla.org/35th-anniversary
**ABOUT HEART OF LOS ANGELES**

Heart of Los Angeles (HOLA) was founded in 1989 with the mission to *give every child in our city a chance to succeed.*

Thirty-five years later, HOLA has impacted thousands of children and families, fostered hundreds of community partnerships, and opened locations across the city providing youth access to our world-class programming.

Founded in *safe environments* and nurtured by a *no-wrong-door approach,* HOLA removes barriers for underserved youth so they can *achieve their full potential.*

Our results include:
- **3,000+ students** ages 6-24 served in Central & South LA
- 150+ weekly classes **provided at no-cost** to families
- **100%** high school graduation rate and **96%** college persistence
- **$1.2 million in scholarships** awarded to first generation college students
- 200+ families supported by our **integrated Family Services Dept.**

**HOLA Programs Include:**
- K-12 Academics
- Visual Arts
- Youth Music
- Family Services
- Athletics
- Intergenerational Music
- College and Career
- Scientific Arts
- Wellness

*Learn more at [www.heartofla.org](http://www.heartofla.org)*
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Johnson, Shapiro, Slewett & Kole LLP was founded in 2022 by Matt Johnson, P.J. Shapiro, Greg Slewett and Tara Kole, and is one of the premier media and entertainment law firms in the world. The Firm consists of critical thinkers and market-leading dealmakers representing individuals and entities across all facets of the media business. The Firm’s practice covers theatrical motion pictures, broadcast, streaming, cable television, digital platforms, podcasting, publishing, gaming, branding, licensing as well as nontraditional media. JSSK delivers the highest level of service because of their commitment to a limited number of clients and deeper engagement. The Firm and its members have a history of creating precedent-breaking deal structures and prides itself on providing unrivaled innovative and strategic thinking to maximize their value and help their clients realize their full potential.

JSSK is committed to diversity and inclusion and reflects the demographics of their communities and the clients we serve. The Firm understands that different ideas, perspectives and backgrounds create a stronger creative work environment to deliver better results. JSSK’s ethos balances careful, informed legal representation with thoughtful engagement in their communities through firm-wide service days, employee engagement, and support of their clients’ philanthropic and political endeavors.
ARTS EMPOWER AWARD

THE PHILIP AND MURIEL BERMAN FOUNDATION, NANCY BERMAN AND ALAN BLOCH

The Philip and Muriel Berman Foundation came to life as a family foundation in 2004, funded by the generosity of Philip and Muriel Berman. For over fifty years, Phil and Muriel dedicated their prodigious energies, lively passions and philanthropic support in service to many institutions at home and across the globe in the fields of arts and culture, education, medicine, and Jewish continuity at home and in Israel. Today their commitment remains rooted in the Jewish value of tikun olam, “repairing the world,” as they support partners focused on uplifting and creating equitable opportunities for everyone in our society to realize their full potential.

Nancy, Alan, their family, and the foundation have been leading partners for HOLA’s Visual Arts Department for the last decade, helping to grow our public art programming and ensure that all Los Angeles youth have access to equitable, high quality arts opportunities. In December 2022, The Philip and Muriel Berman Foundation celebrated its 18th Chai (life) anniversary, honoring grantee partners whose compassion and vision, leadership and hard work make a difference in the lives of others, supporting HOLA with an historic endowment gift to sustain the Berman Foundation Public Art Initiative in perpetuity.
SPONSORSHIPS THAT MAKE A DIFFERENCE

Diamond Sponsor
$50,000
- 10 tickets
- Reserved seating at 1 premium table
- Listing with logo on all event materials
- Logo on step and repeat
- 3 mentions by speakers from the stage during event
- Opportunity to designate representative to serve on the Host Committee
- 2 mentions on social media
- Full page tribute ad including long exposure digital ad played throughout the venue
- Attendance for 2 HOLA alumni

Platinum Sponsor
$25,000
- 10 tickets
- Reserved seating at 1 premium table
- Listing with logo on all event materials
- 2 mentions by speakers from the stage during event
- Opportunity to designate representative to serve on the Host Committee
- 1 mention on social media
- Full page tribute ad including long exposure digital ad played throughout the venue
- Attendance for 2 HOLA alumni

Gold Sponsor
$10,000
- 10 tickets
- Reserved seating at 1 table
- Listing with logo on all event materials
- 1 mention on social media
- Full page tribute ad including long exposure digital ad played throughout the venue
- Attendance for 1 HOLA alumni

Reach out to Cristina Briskie-Wood at cwood@heartofla.org to purchase a sponsorship
SPONSORSHIPS THAT MAKE A DIFFERENCE

Silver Sponsor
$7,500
- 6 tickets
- Listing with logo on all event materials
- Half page tribute ad including standard exposure digital ad played throughout the venue

Heart Sponsor
$5,000
- 4 tickets
- Listing with logo on all event materials
- Half page tribute ad including standard exposure digital ad played throughout the venue

Individual Tickets
$500 each
- Cocktail Reception
- Dinner & Entertainment

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TRIBUTE AD OPPORTUNITIES

This year, to honor 35 years of achievement and impact, HOLA will be creating a HISTORY OF THE HEART tribute journal commemorating our founding and the growth we’ve seen along the way. This digital journal will be available online and on screens throughout the event.

$2,500 Full Page Ad (includes long exposure on event screens)

$1,000 Half Page Ad (includes standard exposure on event screens)
SPECIAL THANKS TO OUR PAST SPONSORS