The Seventeenth Annual
Brandon Tartikoff
Legacy Awards

Wednesday, January 22, 2020

10th Anniversary
NATPE MIAMI
January 21-23, 2020

Passion Leadership Independence Vision
The Brandon Tartikoff Legacy Awards

A formal dinner honoring professionals who have risen to set the industry’s gold standard – join NATPE in celebrating television’s biggest night of the year where artists, chairpersons, executives, producers, musicians and leaders come together as a family to embody Brandon’s legacy.

Named in honor of Brandon Tartikoff, one of the medium’s greatest programmers, the Legacy Awards were created to recognize an elite group of professionals who exhibit extraordinary passion, leadership, independence and vision in content programming. Brandon had an unmatched love for television, life and family. He will always be remembered as TV’s boy genius and among the most gifted programmers of his generation.
A True Visionary

“In the not very distant future, we’re going to go several steps further, someday...you’ll come home from a hard day at the office, flip on your computer and fire up the video menu...Instead of someone like me deciding what goes on the air and when, you’ll be making the decision for yourself. You too can be your own television programmer...I hope you have as much fun as I do.”

- Brandon Tartikoff,
The Last Great Ride (1992)
PAST RECIPIENTS INCLUDE

Bryon Allen
Emilio Azcárraga Jean
Linda Bell Blue
Greg Berlanti
Gail Berman
Carole Black
Steven Bochco
Mara Brock Akil
James L. Brooks
Mark Burnett
James Burrows
Stephen J. Cannell
Marcy Carsey
Adriana Cisneros
Gustavo Cisneros
Cesar Conde
Susanne Daniels
Dick Ebersol
Randy Falco
Jon Feltheimer
Jane Fonda
Harry Friedman
Jeff Gaspin
Irwin Gotlieb
Robert Greenblatt
Bonnie Hammer
Mary Hart
Steve Harvey
Doug Herzog
Mark Itkin
Quincy Jones
David E. Kelley
Herbert Kloiber
John Langley
Norman Lear
Debra Lee
Jay Leno
Steve Levitan
Eva Longoria
Chuck Lorre
Caryn Mandabach
Rita Moreno
Jonathan Murray
Gary Newman
Tyler Perry
Regis Philbin
Kevin Reilly
Peter Roth
Joshua Sapan
Ted Sarandos
Tom Selleck
Judge Judith Sheindlin
Ben Silverman
Anne Sweeney
Nancy Tellem
Sophie Turner Laing
Dana Walden
Matthew Weiner
Tom Werner
Betty White
Henry Winkler
Dick Wolf
Bob Wright
Lauren Zalaznick
Gerhard Zeiler
Anthony E. Zuiker

BRANDON TARTIKOFF
LEGACY AWARDS

1.22.2020
NATPE Miami
Join Your Peers From Every Sector of the Business

Talent: Producers, Showrunners, Talent

Content Industry Executives: Streamers, Networks, Satellite, MVPDs, MSOs

C-Suite: Chairperson, CEO, COO, CMO, President, EVP, SVP, VP

Representation: Agents, Publicists, Managers

Sales & Marketing: Head of Sales, CMO, Head of Strategy

Business Development: CRO, CMO, Heads-of-State
TABLE SPONSORSHIPS

• Logo inclusion in Program Guide and onsite
• Pre-Event logo via website & social inclusion
• Tables include 10 seats for sit-down dinner
  o Priority Placement Table ......................... $15,000
  o Premium Placement Table ....................... $12,500
  o Standard Placement Table ....................... $10,000

OFFICIAL PROGRAM GUIDE

• Back Cover (full page, 4-color) .................. $9,500
• Inside Front / Back Cover (full page, 4-color) ..... $7,500
• Full Page Ad (4-color) ........................... $5,500
• Half Page Ad (4-color) .......................... $3,500

SINGLE TICKETS

• Individual Seating ......................... $1,050
## SPONSORSHIPS

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<thead>
<tr>
<th><strong>Cocktail Reception</strong></th>
<th><strong>$45,000</strong></th>
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<tbody>
<tr>
<td>• Acknowledgement by host – beginning of show</td>
<td></td>
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<tr>
<td>• Logo inclusion in program guide and onsite signage</td>
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<tr>
<td>• Pre-Event logo via website &amp; social inclusion</td>
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<tr>
<td>• Specialty branded drinks and napkins</td>
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<tr>
<td>• One table of 10</td>
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<tr>
<td>• Exclusive sponsorship</td>
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<thead>
<tr>
<th><strong>Step &amp; Repeat</strong></th>
<th><strong>$10,000</strong></th>
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<tbody>
<tr>
<td>• Your branded Step &amp; Repeat displayed in high-traffic area</td>
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<td>• Acknowledgement by host – beginning of show</td>
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<tr>
<th><strong>NATPE’s Step &amp; Repeat</strong></th>
<th><strong>$5,000</strong></th>
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<tr>
<td>• Non-exclusive sponsorship</td>
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<tr>
<th><strong>Table Center-Piece</strong></th>
<th><strong>$10,000</strong></th>
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<tbody>
<tr>
<td>• Center-piece on each table</td>
<td></td>
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<tr>
<td>• Logo inclusion in program guide and onsite signage</td>
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<tr>
<td>• Pre-event logo via website &amp; social inclusion</td>
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<tr>
<th><strong>Seat-Drop</strong></th>
<th><strong>$5,000</strong></th>
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<td>• Non-exclusive sponsorship</td>
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<tr>
<th><strong>VIP Room</strong></th>
<th><strong>$25,000</strong></th>
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<tr>
<td>• Acknowledgement by host – beginning of show</td>
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<tr>
<td>• Opportunity to display branding</td>
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<td>• Logo inclusion in program guide and onsite signage</td>
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<tr>
<td>• Pre-Event logo via website &amp; social inclusion</td>
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<tr>
<th><strong>Dessert Sponsor</strong></th>
<th><strong>$10,000</strong></th>
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<tr>
<td>• Chocolate disc with company’s logo on each preset dessert</td>
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NATPE Educational Foundation Mission Statement

The NATPE Educational Foundation empowers the next generation of Media and Entertainment leaders by providing them the tools to secure internships, employment and nurturing their careers forward. We provide opportunities through innovative educational opportunities, essential development, mentorship and access to connections within the Media and Entertainment community.

Our internship program includes shadowing C-level executives and creators during our flagship event, NATPE Miami, giving them first-hand experience and mentorship.

The NATPE Educational Foundation secures faculty fellowships for Professors in Communications, Film, Television and Digital at major Corporations. They gain “real-time” institutional knowledge and experience providing tangible methods and insights which impacts hundreds of students year-round.

The NATPE Educational Foundation was founded in 1978 and is a 503 (c) 6
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