

Sponsorship Proposal

**INSTITUTE ON ENTERTAINMENT LAW &
BUSINESS**

USC UNIVERSITY PARK CAMPUS

Presented by

USCGould

School of Law

Continuing Legal Education



Objectives

The USC Gould School of Law–Beverly Hills Bar Association Institute on Entertainment Law and Business is the premier conference for entertainment professionals, bringing the rigor of a top law school together with the industry's most powerful voices.



Deliver practical insights

Present timely analysis of the legal, business, and regulatory developments shaping entertainment — from AI and intellectual property to talent agreements, streaming economics, and production finance.



Foster meaningful connections

Facilitate in-person networking opportunities among experienced professionals across the entertainment, legal, and business communities.



Bring together industry experts

Create a platform where attorneys, executives, agents, producers, general counsel and accountants can exchange expertise on the issues defining the future of the industry.



Support professional development

Offer continuing education credit across multiple disciplines, helping practitioners stay current in a fast-moving legal and business environment.



About the Institute



For over 65 years, the USC Gould School of Law-Beverly Hills Bar Association Institute on Entertainment Law and Business has been the premier conference for entertainment professionals, drawing hundreds of attorneys, executives, agents, and accountants from major studios, streaming platforms, talent agencies, law firms, and financial institutions across the country.

The Institute is structured to deliver value at every level of the industry. Morning sessions take a broad view of the entertainment landscape, covering the trends, business shifts, and legal developments shaping the field as a whole. Afternoons shift into smaller, more focused conversations — offering in-depth analysis of specific practice areas and emerging issues where practitioners can engage directly with leading experts.

Sessions span IP and AI, talent agreements, streaming, finance, defamation, influencer deals, global performance rights, and more.



Why Sponsor?

Sponsoring the Institute on Entertainment Law and Business positions your firm at the center of the entertainment industry's most important annual legal gathering.

Our sponsors benefit from meaningful visibility among decision-makers across major studios, law firms, talent agencies, streaming platforms, production companies, and financial institutions. Sponsorship provides opportunities to build brand recognition, strengthen industry relationships, and engage directly with the professionals shaping the future of entertainment.

By supporting the Institute, sponsors also help advance USC Gould's mission of delivering high-quality professional education and fostering dialogue on the most pressing issues in entertainment law and business.

Engage with local & national leaders

Partner with a leading law school

Build relationships in person



Benefits Summary

Benefit	Gold	Corporate
Complimentary Passes	✓	✓
Acknowledgement in electronic materials	✓	✓
Acknowledgement in Institute homepage logo carousel with link	✓	✓
Site sponsor page with logo and link to sponsor	✓	✓
One-page message/advertisement in the Institute electronic materials	✓	✓
Customizable site sponsor page	✓	✓
Option to receive a list of registrants delivered Post Institute	✓	✓
Exhibitor table	✓	
Enhanced Benefit Options: Hosting a breakfast, networking break, or reception.	✓	

Please note that we can customize your sponsorship package to best fit your needs — contact us to discuss your options!

Sponsorship Benefits

GOLD SPONSOR — \$5,500

Registration Benefits

- 3 complimentary enrollments to the Institute (in-person or virtual).
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Publicity Benefits

- Acknowledgment as Gold sponsor of the Institute.
 - Acknowledgement of the sponsor in the Institute electronic brochure specially created for the Institute.
 - Acknowledgment of the sponsor on the Institute website in the sponsor logo carousel.
 - A sponsor site on the Institute website with a logo, link to the sponsor website, and option to include one-page sponsor ad.
 - Inclusion of a one-page message/advertisement in the Institute electronic syllabus materials distributed to each registrant, provided that a camera-ready PDF (8.5" x 11" size) is provided prior to the Institute.
 - Acknowledgement of the sponsor on Institute sponsor sign and electronic media displayed during the Institute.
 - Exhibit table for presentation of sponsor materials at the Institute (during morning sessions). 2 table representatives are allowed at any one time. Includes 1 lunch ticket.
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Post-Conference Benefits

Option to receive a list of Institute registrants (name, title and organization only) delivered post Institute.

Tax Benefits

Federal charitable tax deductibility for the sponsorship contribution to the extent permitted by applicable law.

Enhanced Benefit Options

Hosting a breakfast, networking break, or reception.
With increased sponsorship contribution and subject to availability.

Sponsorship Benefits

CORPORATE SPONSOR — \$3,000

Reserved for corporations and small law firms (2-15 attorneys)

Registration Benefits

- 2 complimentary passes to the Institute (in-person or virtual)
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Publicity Benefits

- Acknowledgment as Corporate sponsor of the Institute.
 - Acknowledgement of the sponsor in the Institute electronic brochure specially created for the Institute.
 - Acknowledgment of the sponsor on the Institute website in the sponsor logo carousel.
 - A sponsor site on the Institute website with a logo, link to the sponsor website, and option to include one-page sponsor ad.
 - Inclusion of a one-page message/advertisement in the Institute electronic syllabus materials distributed to each registrant, provided that a camera-ready PDF (8.5" x 11" size) is provided prior to the Institute.
 - Acknowledgement of the sponsor on Institute sponsor sign and electronic media displayed during the Institute.
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Post Institute Benefits

Registrant List: Option to receive a list of Institute registrants (name, title and organization only) delivered post Institute.

Tax Benefits

Federal charitable tax deductibility for the sponsorship contribution to the extent permitted by applicable law

Contact Information

Continuing Legal Education

USC Gould School of Law

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Event Information & Program

gould.law/TEC

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