



Los Angeles Center of Photography's

5th Annual Fundraising Gala

“A Love Letter to L.A.”

Saturday, October 24th, 4:30 PM, PST, 2020

(An online virtual fundraiser)

A LOVE LETTER TO L.A.

Due to the current state of the world, the Los Angeles Center of Photography (LACP) is hosting a beautifully produced online fundraising Gala created by the production company Blue Hats Creative. The theme is “A Love Letter to L.A.” This highly interactive virtual Gala will honor acclaimed photographer Douglas Kirkland and his esteemed wife Francoise Kirkland, the *Los Angeles Times* photography staff, and Los Angeles-based photographer Estevan Oriol. LACP has also secured 100 outstanding photographs from award-winning photographers and galleries which will be for sale online via Artsy. Various world-famous photographers will be talking about their work. Entertainment will include celebrity hosts, special guests, a special showcase of photographs from our juried competition, “The Connected World,” and a virtual post-gala cocktail party.

For VIPs there will be preview access to special galleries, walkthroughs with notable photographers, curators and special guests, and sponsor themed rooms.

LACP will be donating a portion of the proceeds from the photography auction sales to support and benefit parts of the Los Angeles community adversely affected by the COVID-19 crisis, systemic racism, and policy brutality.



Recipients of the 2020 Stieglitz Award

LACP is proud to honor award-winning celebrity photographer Douglas Kirkland and his wife, Francoise Kirkland, with the Second Annual “The Stieglitz Award” for their decades of continued excellence and commitment to the photographic community of Los Angeles.

Kirkland joined *Look* Magazine in his early twenties, then *Life* Magazine during the golden age of photojournalism in the 1960s and 1970s. He has photographed over 2,000 assignments and more than 600 major celebrities—from Marilyn Monroe to Angelina Jolie and Elle Fanning. Kirkland has worked on the sets of more than 150 motion pictures, including *The Sound of Music* (1963), *2001: A Space Odyssey* (1968), *Butch Cassidy and the Sundance Kid* (1969), *Out of Africa* (1985), *Titanic* (1997), *Moulin Rouge* (2000), *Australia* (2007), and *The Great Gatsby* (2011).



THE STIEGLITZ AWARD

The Stieglitz Award is a new award given to one photographer annually by the Los Angeles Center of Photography. It is meant to honor an extremely accomplished member of the photographic community—someone who continually gives back to the community, to emerging photographers, to students, and to the LACP.

“We chose the name, ‘The Stieglitz Award,’ because Alfred Stieglitz, who was born in 1864, is perhaps the most important figure in the history of visual arts in America. Through his many roles — as a photographer, as a discoverer and promoter of photographers, and as a publisher, patron, and collector — he had a greater impact on American photography than any other person has had.”

– JULIA DEAN, LACP Executive Director

In 2019, portrait, entertainment and advertising photographer Art Streiber was awarded the prize, presented by award-winning actress, author and activist Jamie Lee Curtis.



RECOGNIZING *LOS ANGELES TIMES* PHOTOGRAPHERS

During the Gala, LACP will feature a segment that recognizes and showcases the work of the incredibly brave heroes of the *Los Angeles Times* photography staff who have been on the front lines of the pandemic and protests throughout Los Angeles. *Los Angeles Times* photographer Luis Sinco will lead the segment.

Photographers include: Jeff Amlotte, Gabriella Angotti-Jones, Jason Armond, Myung Chun, Jay L. Clendenin, Carolyn Cole, Gina Ferazzi, Robert Gautheir, Christina House, Irfan Khan, Dania Maxwell, Mel Melcon, Genaro Molina, Kent Nishimura, Francine Orr, Allen Schaben, Al Seib, Wally Skalij, Mariah Tauger, Brian Van Der Brug, and Marcus Yam.



Christina House



Mel Melcon



Wally Skalij



Marcus Yam

FEATURING ESTEVAN ORIOL

With tremendous applause LACP acknowledges the work of Los Angeles photographer Estevan Oriol who has been photographing the street culture in Los Angeles for decades, juxtaposing the glamorous and gritty planes of the city's eclectic communities.

Estevan began his career as a hip-hop club bouncer turned tour manager for popular Los Angeles-based rap groups Cypress Hill and House of Pain. His extensive portfolio features famous athletes, artists, celebrities and musicians as well as Latino, urban, gang, and tattoo culture lifestyles. Estevan has photographed Al Pacino, Robert Dinero, Dennis Hopper, Ryan Gosling, Chloe Moretz, Marissa Miller, Kim Kardashian, Kanye West, Snoop Dogg, Floyd Mayweather, and others.

His work has been showcased in select galleries and institutions—such as Smithsonian Center for Latino Initiatives, Mesa Contemporary Art Center, Petersen Automotive Museum, and The Museum of Contemporary Art. Estevan has appeared on popular television shows such as, CNN's *Parts Unknown* with Anthony Bourdain, CNN's *Street Food* with Roy Choi, HBO's *Entourage* and *Last Call* with Carson Daly.



Photographs by Estevan Oriol (pictured in middle)

OUR MISSION

For 21 years the Los Angeles Center of Photography has strived to build a community of dedicated photographers and to strengthen the importance of photography as an art form by providing classes and workshops (including online learning options), exhibitions, portfolio reviews, mentorships, lectures and events for photographers of all ages, interests and skill levels. LACP also offers public programs focused on youth and low-income families, including free photography instruction for the Boys & Girls Clubs in and around Los Angeles county. Until the pandemic hit this spring, LACP taught photography to over 100 underserved Los Angeles children through its Boys & Girls Club after-school programs.

LACP seeks to both educate and elevate the Los Angeles-based photography community with a reach that embraces a wide spectrum, from low-income families and their children, to beginning and emerging photographers, to the highest levels of commercial photographers, renowned photographic artists, and the leading galleries and art institutions of Los Angeles.

LACP maintains ongoing relationships with the curators of photography from prestigious Los Angeles museums, including The Getty Center, the Los Angeles County Museum of Art (LACMA), and the Hammer Museum, as well as ties to prominent Los Angeles photography galleries, such as Fahey/Klein and Peter Fetterman.



HISTORY & OUR NEW SPACE

LACP is celebrating 21 years of business (six years as a non-profit) and thanks to its Members, Donors and Board of Trustees, the organization was able to move late last year into a beautiful new facility, located in the Mid-City/West Adams area of Los Angeles, just east of Culver City. The new 6,900 sq. ft. space boasts two dedicated classrooms, a spacious digital lab equipped with large Canon printers, a one-person darkroom, a library housing over 1,000 photo books, offices and a large, striking gallery space with skylights.

With this incredible new Center, LACP plans to increase classes, exhibitions, lectures, portfolio reviews, community events, and outreach to local schools in Los Angeles Unified School District. However, LACP's programming only covers about half of these administrative costs. The rest comes from individuals, sponsors, grants and donations. Your support will help invest in a vibrant community of photographers in Los Angeles and keep LACP growing and thriving. In addition, you'll also be supporting our efforts to bring the gift of photography to underserved kids through our free programs at many Boys & Girls Clubs across Los Angeles County.



SUPPORTING BOYS & GIRLS CLUBS

The Los Angeles Center of Photography engages with Boys & Girls Clubs serving students who live in areas throughout Los Angeles that are often recognized as high-risk and low-income. The organization also works with schools and other youth organizations to provide these educational visual art programs. In a time where communication between young and old is being tested, LACP programs present opportunities for all to be brought together through a mutual appreciation of visual arts.

For youth, particularly those in schools and neighborhoods that lack adequate, or even basic funding for the arts, LACP introduces them to one of the most single popular art forms, in what should be an obvious avenue—photography. It seems that every youngster, regardless of economic or social status, has a camera phone. They use the phone for texting messages and simplistic photos, but most kids have no idea how they can actually become proficient photographers capable of better communicating with friends, relatives and potential employers. YouTube, Facebook, Instagram, other such sites can instantly process millions of little photographs but LACP inspires students to advance in their interest in photography and engage in community involvement through this wonderful art form. LACP is providing youth with real cameras and teaching them skills necessary to use the equipment and their own creativity and imagination.



THE CONNECTED WORLD: 2020

In response to the extraordinary changes occurring in 2020, LACP is partnering with the Museum of Photographic Arts (MOPA) in San Diego to acknowledge the importance of photography and art in capturing historic world events. To that point, LACP and MOPA will co-host a free-to-enter online Salon of Photography, entitled “The Connected World: 2020,” capturing the moments of time in the U.S. and around the world in 2020. The exhibition will both portray the significant changes that COVID-19 has wrought on the worldwide fabric of society, and address the changing consciousness around systemic racism and police brutality worldwide.

Chosen by a jury of highly acclaimed photographers including Sam Abell, Julia Dean, Mitch Dobrowner, Deborah Klochko, Matthew Rolston, Joel Sartore and John Simmons, select images will be featured in a digital gallery both at the virtual fundraising Gala and on LACP's website.



Pictured left to right: Mitch Dobrowner, John Simmons, Deborah Klochko, Joel Sartore, Matthew Rolston, Julia Dean, and Sam Abell

2020 FUNDRAISING GOALS



- Total targeted amount: \$350,000
- Event budget: \$125,000
- Target net amount: \$225,000 (180% return on expenses)



PLATINUM *Title Sponsor (One company only)* \$50,000



- 20 event tickets
- Donor name as the Presenting Sponsor above the event title
- Prominent description in press release as Presenting Sponsor
- National press coverage and prominent inclusion in all media outreach
- One dedicated e-blast in LACP's MailChimp newsletter feed
- Two-page spread ad in LACP's next two educational catalogs (one year)
- Promotion via in-house marketing and email list servicing thousands of trendsetters and tastemakers focused on photography and art
- Invitation to attend exclusive preview viewing and walkthrough with curator of auction photographs before the Gala
- Sponsored and branded named room at event (virtual)
- Most prominent placement on Step and Repeat (virtual arrival)
- Most prominent product placement and logo inclusion at event
- Most prominent placement on opening credit roll
- Custom product deliver or usage of product
- 10 exclusive social media postings across all of our platforms
- VIP access to notable photographers, celebrities, and art/photo galleries before event (virtual)

GOLD *Sustaining Sponsor* **\$25,000**



- 8 event tickets
- Donor name listed in press release as Sustaining Sponsor
- National press coverage and inclusion in all media outreach
- One-page ad in LACP's next two education catalogs (one year)
- Promotion via in-house marketing and email list servicing thousands of trendsetters and tastemakers focused on photography and art
- Invitation to attend exclusive preview viewing and walkthrough with curator of auction photographs before the Gala
- Very prominent placement on step and repeat (virtual arrival)
- Very prominent product placement and logo inclusion at event
- Very prominent placement on opening credit roll
- 7 exclusive social media postings across all of our platforms
- VIP access to notable photographers, celebrities, and art/photo galleries before event (virtual)

SILVER *Supporting Sponsor* **\$15,000**



- 6 event tickets
- Donor name listed in press release as Supporting Sponsor
- National press coverage and inclusion in all media outreach
- Invitation to attend exclusive preview party and walkthrough with curator of auction photographers before the Gala
- Prominent placement on Step and Repeat (virtual arrival)
- Prominent product placement and logo inclusion at event
- Prominent placement on opening credit roll
- 5 exclusive social media postings across all of our platforms
- VIP access to notable photographers, celebrities, and art/photo galleries before event (virtual)

BRONZE *Contributing Sponsor* **\$7,500**



- 4 event tickets
- Donor name listed in press release as Contributing Sponsor
- Invitation to attend exclusive preview party and walkthrough with curator of auction photographers before the Gala
- Placement on Step and Repeat (virtual arrival)
- Produce placement and logo inclusion at event
- Placement on opening credit roll
- 3 exclusive social media postings across all of our platforms
- VIP access to notable photographers, celebrities, and art/photo galleries before event (virtual)

NAMING OPPORTUNITIES & RECOGNITION



NAMING OPPORTUNITIES

- \$500,000 The [**Donor Name**] Building
- \$250,000 The [**Donor Name**] Showcase Gallery
- \$100,000 The [**Donor Name**] Central Corridor
- \$75,000 The [**Donor Name**] Showcase Gallery
- \$75,000 The [**Donor Name**] Library
- \$50,000 The [**Donor Name**] Digital Darkroom
- \$50,000 ea. The [**Donor Name**] Lecture Hall (x2)
- \$25,000 The [**Donor Name**] Traditional Darkroom

RECOGNITION

In recognition of our Naming Donors' generous gifts, LACP will host special naming and dedication ceremonies and will construct handsome naming plaques prominently visible at each area of the Center, which will remain in use in perpetuity and be applied as appropriate to any further expansion or move of the physical Center. LACP will further celebrate our Naming Donors' generosity within the photographic community and to the general public through newspaper and magazine articles, e-blasts, and social media. LACP will feature its Naming Donors prominently in all related LACP media coverage, where appropriate within all printed and collateral materials generated by LACP, and offer marquee placement on LACP's website.

OUR REACH & GALA IMPACT

MAILCHIMP NEWSLETTER

- 28,824 Contacts
- 1,100 Dedicated Members

FACEBOOK

- 28,000 Monthly Post Reach
- 8,664 Post Engagements
- 7,428 Follows
- 7,001 Likes

INSTAGRAM

- 7,000 Followers
- 28,505 Impressions

TWITTER

- 1,704 Followers

DEMOGRAPHIC

- Ages 14-75
- Female 55%, Male 45%

EXPECTED GALA ATTENDEES

- Over 2,000

EXPECTED GALA IMPRESSIONS

- Over 10,000

ARTSY LISTING

- October 15-29, 2020
- Over 1 Million Viewers in Instagram
- Over 5,000 Impressions Expected

CROSS-PROMOTING EMAIL LISTS WITH

- The Museum of Photographic Arts
- The Palm Springs Photo Festival

WHERE DOES YOUR MONEY GO?

Each Year the Los Angeles Center of Photography:

- OFFERS** Over 150 Workshops and Classes, many with Master Photographers
- EXHIBITS** Over 300 Photographers in Gallery Exhibitions
- CREATES** Over \$200,000 in Jobs for Working Artists
- WELCOMES** 5,000 Visitors to our Center
- OFFERS** Discounts, Art Fair Opportunities and Special Events for Over 1,100 Members
- HOSTS** Over 50 Lectures, Portfolio Reviews, Artist Talks, Panels and Networking Events
- PROGRAMS** Approximately 20 Classes for Middle and High School Students
- PROVIDES** Free Education to 100 Kids in the Boys & Girls Clubs of Los Angeles County

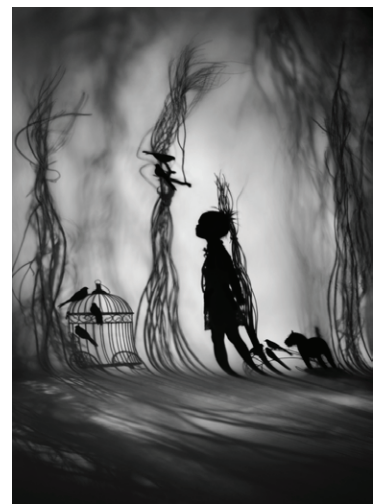
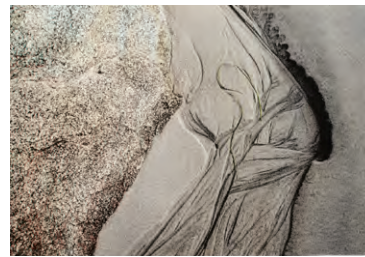
LACP ARTSY AUCTION PHOTOGRAPHERS

Adriene Hughes
Aline Smithson
Andreas Neuman
Andrew Eccles
Andy House
Ann Elliott Cutting
Antonin Kratochvil
Art Streiber
Bill Owens
Brooke Shaden
Camille Seaman
Claudio Edinger
Dana Gluckstein
Danielle Levitt
David Burnett
David Gibson
David Ingraham
David Hume Kennerly
Dinesh Boaz
Douglas Kirkland
Ed Kashi
Elinor Carucci
Elizabeth Opalenik

Ellen Cantor
Emily Shur
F. Scott Schafer
Fran Forman
Gerd Ludwig
Glen Wexler
Graham Nash
Gray Malin
Greg Gorman
Hank O'Neal
Herb Ritts
Henry Horenstein
Hiroshi Watanabe
Jamie Johnson
Jane Fulton Alt
Jeff Bridges
Jerome Brunet
Jill Enfield
Jim McHugh
Joe Pugliese
Joel Sartore
Josephine Sacabo
Julia Dean

Karen Ballard
Karen Numme
Kevin Scanlon
Kimberly Witham
Kurt Gerber
Larry Hirschowitz
Lee Varis
Lydia Panas
Lynn Goldsmith
Manuello Paganelli
Marian Crostic
Marjorie Salvaterra
Matthias Clamer
Matthew Rolston
Michael Grecco
Mitch Dobrowner
Nick Brandt
Nigel Parry
Phil Borges
Randee St. Nicholas
Rania Matar
Renee Jacobs
Richard Chow

Richard McClaren
Richard Tuschman
Robert Bright
Robert Farber
Ron Haviv
Ruth Orkin Foundation
Sam Abell
Sandro Miller
Sarah Hadley
Sheila Metzner
Susan Burnstine
Susan Kae Grant
Susan Meiselas
Susan Spiritus Gallery
Sylvia Plachy
Wendy Schneider





2020 Auction Gift — **Lynn Goldsmith**, Patti Smith, 1977



2020 Auction Gift—**Gray Malin**, Ditch Plains Beach Diagonal, Montauk



2020 Auction Gift—**Sarah Hadley**, *Crossing Paris*, 2019



2020 Auction Gift—**Sam Abell**, Ripening Pears on Window Sill, Moscow, c 1985



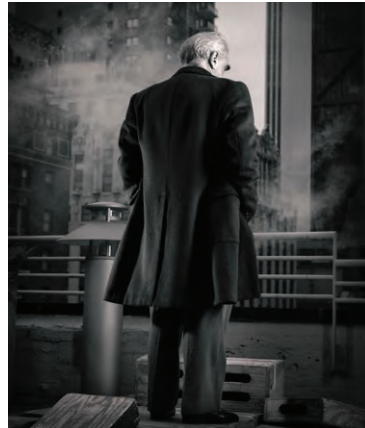
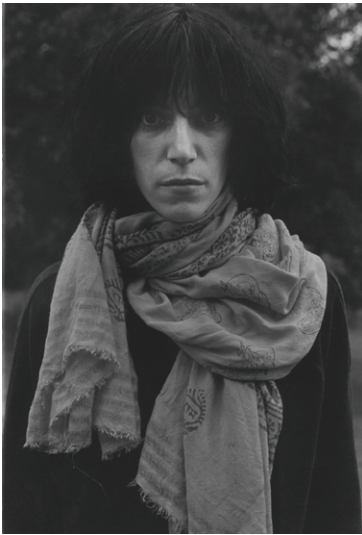
2020 Auction Gift— **Herb Ritts**, Tony with Body Mask, Joshua Tree, 1985



2020 Auction Gift—**Rania Matar**, Wafaa and Sanaa, Bourj El Barajneh Refugee Camp, Beirut Lebanon, 2017



2020 Auction Gift—Rande St. Nicholas





LACP founder Julia Dean pictured in the Center's Central Corridor

JULIA DEAN

Julia Dean is a photographer, educator, writer, and the founder and executive director of the Los Angeles Center of Photography. Dean began her career as an apprentice to pioneering American photographer Berenice Abbott. Later, Julia was a photo editor for the Associated Press in New York. She has traveled to more than 45 countries while freelancing for numerous relief groups and magazines. Her extensive teaching experience includes 38 years at various colleges, universities and educational institutions including the University of Nebraska, Los Angeles Valley College, Los Angeles Southwest College, Santa Monica College, the Santa Fe Workshops, the Maine Photographic Workshops, Oxford University and the Los Angeles Center of Photography.

For over 20 years, Julia has concentrated on street photography around the world, and for the past 10 years, street shooting in downtown Los Angeles has been her primary focus. In 2015, Dean's work was selected for a book published by Acuity Press and PDN magazine featuring 20 street shooters around the world. Julia and her work have also been featured in *Digital Photo Pro* and *Black & White Magazine UK* in 2017. Two additional articles were published in 2019 about Dean and her work in *Street Photography Magazine*.

Julia received a Bachelor of Science degree in photography at the Rochester Institute of Technology and a Master of Arts degree in journalism at the University of Nebraska, and is the author/photographer of the award-winning children's book, *A Year on Monhegan Island*.

For more information about Julia Dean, please visit www.juliadean.com.

BRANDON GANNON

Brandon Gannon has been the Director of Operations at the Los Angeles Center of Photography (LACP) since 2006. Gannon is primarily responsible for the complete and total administration of the organization. His many duties include hiring and supervising all faculty and staff, creating, developing and producing the organization's entire curriculum including its summer youth program, creating content for LACP's bi-weekly e-newsletter, and producing all content for the organization's website.

Largely responsible for maintaining and overseeing LACP's finances, Gannon served as LACP's Treasurer from 2013 to the end of 2015. In addition to working with LACP's Board of Directors and attending all Board meetings, Gannon serves on LACP's Governance, Website and Fundraiser committees. Additionally, Gannon volunteers his time to the larger community by working with the Hollywood Chamber of Commerce and Mid-City Council.

LACP BOARD OF DIRECTORS



Tracy Albert, *Retired Former Head of Investment Banking for Deloitte Touché, Philanthropist, Photographer*

Sherrie Berger, *Photography Consultant*

William Broder, *CPA PFS, Business and Wealth Manager and Photographer*

Julia Dean, *LACP Executive Director*

Ken Deemer, *Private investor, Philanthropist, Social Entrepreneur*

Michelle Elkins, *Former Technology Executive and Private Investor*

Eric Joseph, *Senior V.P. of Business & Product Development for Freestyle Photographic Supplies / Photographer / Educator*

Ali LeRoi, *Television Producer/Director, 5914 Productions and Photographer*

Lori Ordovery, *Fine Art Photographer*

Pamela Schoenberg, *Owner, dnj Gallery*

Aline Smithson, *Fine Art Photographer/Founder, Editor, Lenscratch*

LACP BOARD OF ADVISORS



Sam Abell

Phil Borges

Sandy Climan

Ann Elliott Cutting

Chris Davies

Mitch Dobrowner

Peter Fetterman

Gil Garcetti

Kurt Gerber

Greg Gorman

Mark Edward Harris

R. Mac Holbert

Douglas Kirkland

Bobbi Lane

Rick Loomis

Gerd Ludwig

Kawai Matthews

Hank O'Neal

Ibarionex Perello

Bernd Reinhardt

Fredric Roberts

Marissa Roth

Joel Sartore

Allen Schaben

Art Streiber

Lee Varis

COMPANY INFORMATION



Los Angeles Center of Photography, a 501(c)3 nonprofit
5566 West Washington Blvd.
Los Angeles, CA 90016
323-464-0909

Website:

lacphoto.org

Social Media:

facebook.com/losangelescenterofphotography

instagram.com/la_centerofphoto

twitter.com/lacenterofphoto

Julia Dean, *Founder and Executive Director*
julia@lacphoto.org

Brandon Gannon, *Director of Operations
and Director of Education*
brandon@lacphoto.org

Sarah Hadley, *Director of Marketing*
sarah@lacphoto.org

Janis McGavin, *Social Media Coordinator*
janis@lacphoto.org

CONTACT

EVENT PRODUCER AND CONSULTANT:

Bryan Rabin Inc.
1920 Hillhurst Avenue, Suite 271
Los Angeles, CA 90027

Bryan Rabin, *Founder*
bryan@bryanrabin.com
323.791.8876

PUBLIC RELATIONS:

Evolutionary Media Group
Jennifer Gross
jennifer@emgpr.com
323.658.8700



LACP, Boys & Girls Clubs of Los Angeles Educational Programs, photo by **Alexandra Bytof**