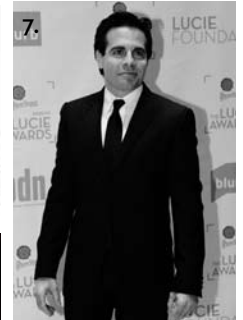


LUCIE FOUNDATION

2009 PROGRAMS AND EVENTS



1. Tony Bennett. Herman Leonard (2008 Achievement in Portraiture) 2. Patrick Demarchelier - 2008 Achievement in Fashion 3. Visa Pour L'Image team - 2008 Spotlight Award 4. Crowd at Lincoln Center Avery Fisher Hall 5. Jean Francois LeRoy and team (2008 Spotlight Award) 6. Indrani, Susan Zadeh (2008 Magazine of the Year - Eyemazing), Markus Klinko 7. Mario Cantone (2008 MC and Host) 8. Stage of 2007 Lucie Awards at Avery Fisher Hall, Lincoln Center 9. Erwin Olaf (2008 Achievement in Advertising) and Kathy Ryan - Editor NY Times Magazine

The Lucie Foundation is a 501(c) charitable foundation.

Our mission is to **CELEBRATE** master photographers, **DISCOVER** and **CULTIVATE** emerging photographers and promote the appreciation of photography worldwide.

The Lucie Foundation presents a variety of year-round programs that reach millions of individuals through multiple platforms and events, with concentrated efforts in Los Angeles and New York.

The Lucie Foundation presents two signature events - The Month of Photography Los Angeles inaugural year and The Lucie Awards at Lincoln Center in New York City, approaching it's 7th year in 2009. The Foundation is seeking the support of a diverse group of companies, organizations, media and internet partners to support our mission. With enhanced marketing, advertising and promotional campaigns, the Lucie Foundation programs are projected to millions of potential new consumers each year. The Lucie Foundation presents the most celebrated event in photography each year, in addition to viable and sustainable educational programs that advance our mission to emerging and professional photographers. In addition, the Lucie Foundation is affiliated with the International Photography Awards annual competition, which received nearly 23,000 submissions in 2008. The top 3 winners of this competition are presented with Lucie statues at the annual Lucie Awards ceremony.

The Lucie Foundation will advance a number of programs, events and initiatives in 2009. There are ample opportunities to present and align your brand to our target market of photographers, both emerging and professional.

The Month of Photography Los Angeles (MOPLA) - A month-long celebration of photography debuting in April 2009 with a professional week of programming from April 5 through April 11.

Lucie Lectures East and West - Lectures by current and previous Lucie Honorees and recipients.

Lucie Mentor Program - Matches professional photographers with emerging photographers through PhotoPlay.

International Photography Awards Annual Juried Competition - A worldwide juried photography competition where the top winners are announced during the Annual Lucie Awards ceremony.

International Photography Awards Best of Show Exhibition - A curated print exhibition of winners from the International Photography Awards that debuts at Splashlight Studios in SOHO, New York days before the Lucie Awards and endeavors to travel to a variety of international locations for 12 months.

The Lucie Awards - The annual gala ceremony that takes place in New York's Lincoln Center, celebrating master photographers, the winners of the International Photography Awards and the best in photography annually.

Lucie Library - Developing a collection of publications by ALL previous and current Lucie Awards Honorees.

Lucie Portfolio LA and NY - Portfolio Review sessions for professional and emerging photographers in Los Angeles and New York.

Please join us in our efforts to celebrate photography all year round.

The Lucie Foundation is looking for the following levels of sponsorship that can be crafted to meet your brand's marketing goals:

Presenting Sponsor for the Month of Photography Los Angeles.

Presenting Sponsor for the Lucie Awards.

Corporate Partners for the Lucie Foundation programming.

Media Partners for the International Photography Awards, The Month of Photography Los Angeles and The Lucie Awards.

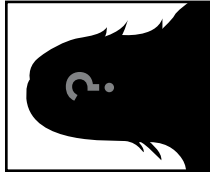
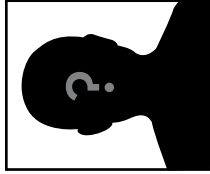
Product Partners for the Lucie Scholarship Program and The International Photography Awards competition

All sponsorships are customized to meet your brand's goals.

Please contact cjimenez@luciefoundation.org or +1 310 601 4385

TIMELINE 2009

Lucie Award Honorees



MAY

ANNOUNCEMENT - 2009 Lucie Awards Honorees
Announcement - Lucie Grant Prize + Lucie Scholarship
Prize recipients

OCT

The Lucie Awards
Lucie Lectures East
Lucie Review NY
IPA Best of Show
Exhibition debuts



FEB - JULY

CALL FOR ENTRIES for 7th Annual
International Photography Awards -
2008 received 22,872 entries from over
124 countries



JULY

IPA competition
CLOSES

AUGUST

IPA Winners and final-
ists announced

APRIL

Month of Photography Los Angeles
Lucie Review LA
Lucie Lectures West
Photography Mentor Program

