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What It Takes To Give: Legal Challenges Associated with Celebrity Philanthropy

Association of Corporate Counsel
Sports & Entertainment Interest Group
Legal Quick Hit

June 21, 2011



Today's Presenters



Jeffrey S. Tenenbaum, Partner
JSTenenbaum@Venable.com
t 202.344.8138



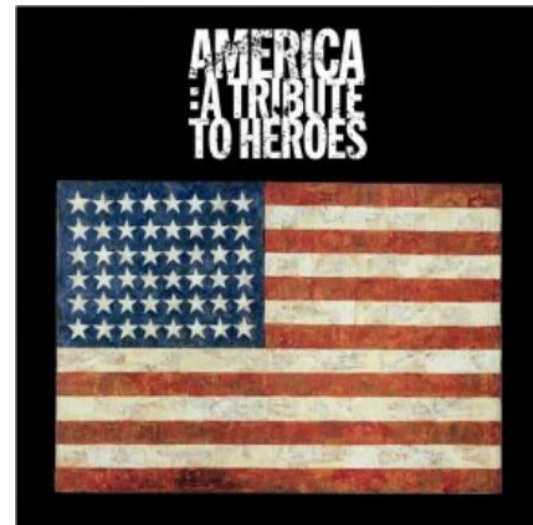
Brad S. Cohen, Partner
BCohen@Venable.com
t 310.229.9942



Kyle R. Neal, Of Counsel
KNeal@Venable.com
t 310.229.9994



Hollywood Responds to Crises

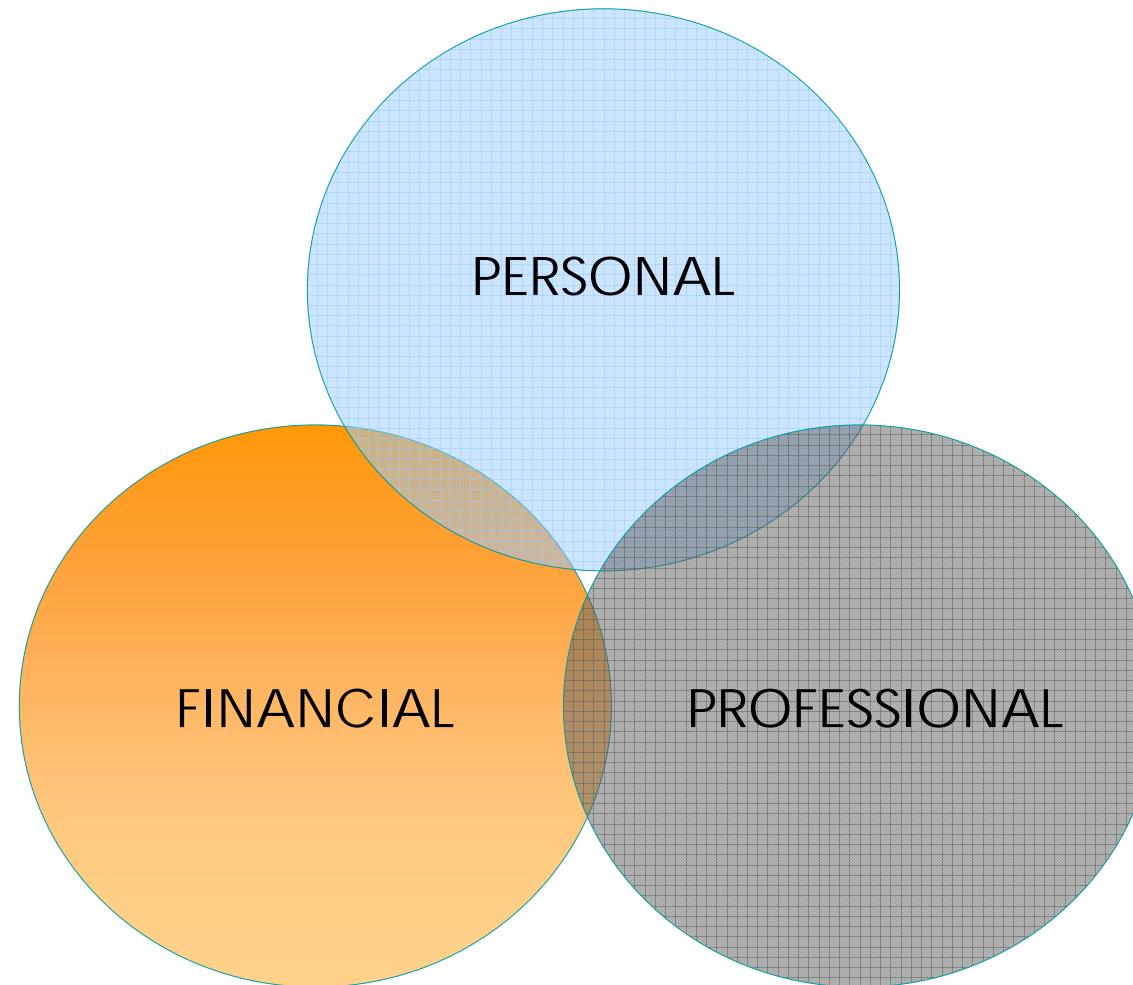


Charities' Interest in Celebrities

- § Celebrities are inundated with numerous requests
- § Celebrities need to carefully research charities
- § Celebrities should identify a cause that means something to them
- § Organizations exist to help match the right person with the right cause



Celebrities and Charitable Giving



Accomplishes Three Key Goals



Acceleration of Celebrity Involvement

Individual Donations

Charitable Trusts

Private Foundations



Private Foundation v. Donor-Advised Fund



Cause-Related Marketing Campaigns



Celebrity



Brand



Cause



Songs for Charity

- § Internal Revenue Code Section 170(m)
- § Songwriter can donate all or a portion of the copyright to charity
- § Avoid the income tax on the income from the exploitation of the copyright
 - Receive significant income tax charitable deduction over 10-12 year period
 - No appraisals are required
- § Song can be pre-existing or specifically written for the charity



**Songwriters
can donate
songs for charity**



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QUESTIONS?

