



Dedicated SAG Awards® Corporate Partners Bring Valuable Support to the SAG Foundation

When the first Awards Committee of Screen Actors Guild met, it developed certain guiding principles that have stood the test of time over the 21-year history of the SAG Awards®:

The SAG Awards would celebrate excellence in film and television performance.

The SAG Awards would be self-supporting, never funded by member dues.

The SAG Awards would be a source of income for our union and help enhance awareness of our mission throughout the media, the industry and the public.

The SAG Awards would provide support for and awareness of the important work of the Screen Actors Guild Foundation.

The SAG Awards' mission to enhance awareness of our union and of the SAG Foundation has continued to flourish over the years. The SAG Awards has become an integral part of entertainment industry media coverage, particularly during awards season. And with the Awards' solid viewership on TNT, TBS, and in over one hundred international territories, Screen Actors Guild and SAG-AFTRA have increasingly become household names.

Early in its history, the SAG Awards began to develop partnerships with corporate sponsors that recognized the contributions of time, talent and financial support actors give to charitable causes. In addition, these sponsors understand the important contributions to the acting community and the public at large made by the SAG Foundation's humanitarian, educational and philanthropic programs, as well as its Actors Center. These programs help artists understand the business of their craft, provide assistance with emergency medical costs, and champion children's literacy.

United Airlines' designation as the Official Airline of the Screen Actors Guild Awards is longest-running of these partnerships. SAG Awards has been flying the friendly skies since the First Annual SAG Awards.

For 19 years the official Post-Awards Gala to honor the charitable endeavors of SAG-AFTRA members has been hosted by **PEOPLE**, the world's most successful and popular magazine, and the **Entertainment Industry Foundation**, a philanthropic leader in the entertainment industry for more than 70 years. EIF and People have not only thrown the SAG Awards' fabulous after-party since 1997, but also make generous annual donations to support the good work of the SAG Foundation. Last year's \$1 million, multi-year gift supports three SAG Foundation programs over the course of 2014-2016: [Storyline Online \(www.storylineonline.net\)](http://www.storylineonline.net), a video-based children's literacy website; the Catastrophic Healthcare Fund; and the Dales Scholarship Program. In 2014, the donation also helped to build and open the SAG Foundation's new state-of-the-art Voiceover lab in the Foundation's Actors Center in New York. It's a tribute to PEOPLE and EIF's outstanding hospitality that gala attendees stay to celebrate long into the night.

Since 2011, world-renowned jeweler **Graff Diamonds** has added a refreshing atmosphere of luxury and comfort to the SAG Awards Green Room, where SAG Awards presenters will await their rehearsals on January 24 and their appearance onstage on January 25. The décor of this quiet retreat provides an elegant backdrop for displays of Graff's exquisite works of art in gemstones. Graff's generous support of the SAG Foundation is a superb fit with the company's commitment to excellence, reflected in the quality and craftsmanship of its jewels and in the philanthropic and humanitarian causes it assists.

Since 2001, the SAG Awards red carpet has been opened by a toast featuring **Champagne Taittinger**, whose Brut La Française complements the SAG Awards dinner menu and is served at the SAG Awards Gala. Champagne Taittinger is a proud supporter of the SAG Foundation, as is **FIJI Water**, returning as a fourth-year sponsor. FIJI Water's natural artesian water will be served on the red carpet, the dinner tables and the post-awards Gala.

Since 2004, when nominees, presenters, union officials and industry executives arrive at the SAG Awards red carpet, they've passed by an eco-friendly vehicle displayed by on-air and SAG Foundation sponsor **Subaru**. Providing touch-ups for guests at the Awards ceremony and the Gala is **L'Oréal Paris**, an on-air and SAG Foundation sponsor since 2007. New corporate partner **AT&T** will be bringing exciting "Red Carpet Controller" cameras to the SAG Awards arrivals to enhance viewers' second-screen experience.

All of these companies recognize that their association with the SAG Awards on TNT or TBS is good for business and that the programs of the SAG Foundation are good for both the community of actors and the public at large.

