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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

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## Today's Presenters



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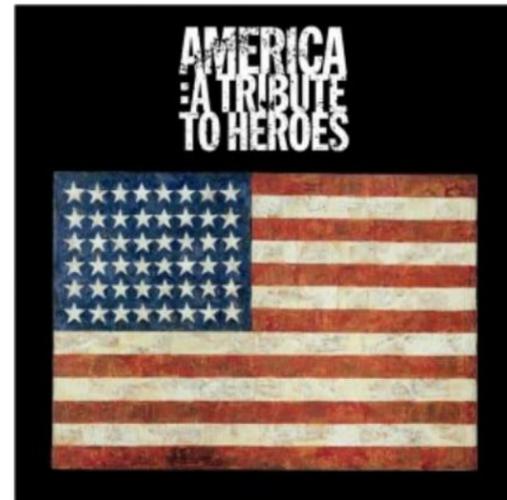
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## Hollywood Responds to Crises

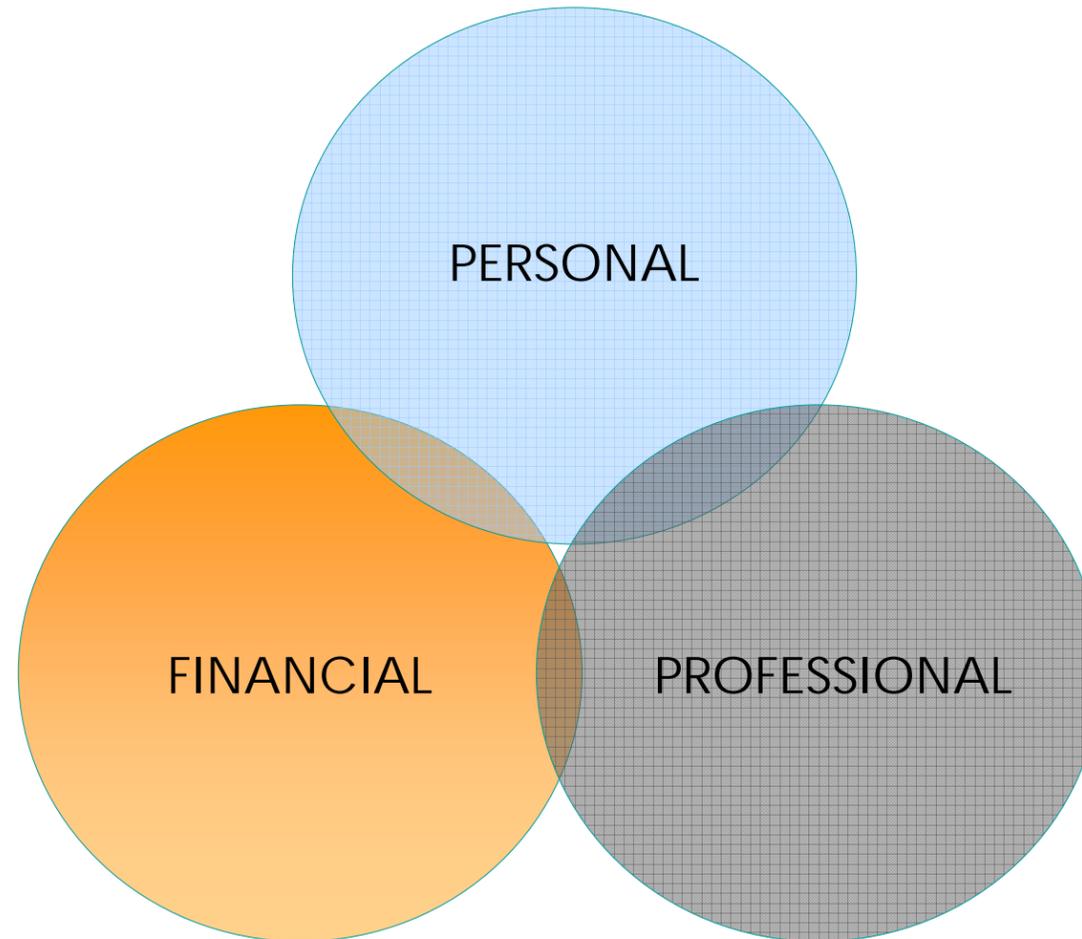


## Charities' Interest in Celebrities

- § 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?

