



40<sup>th</sup> Annual Celebrity Luncheon  
Tuesday, April 22, 2025, 11:30 AM  
The Overton Hotel and Conference Center

## **2025 Honorees**

### **Headliners**

*Awarded to people whose achievements or contributions have received widespread positive recognition through the media*

Trista Hamsmith - Reese's Purpose

Jack Todd – Unsung Hero Recipient

Maestro David Cho – Lubbock Symphony Orchestra

Amy Wood – Flint Avenue (National Small Business Advocate of the Year)

Eliseo Jiminez – Lubbock High School

### **Gold Medalists**

*Awarded to people who, over an extended period of time, have worked to improve the quality of life for a broad spectrum of those living in the Lubbock area*

Liz Farrel – From West Texas With Love

Lisa Carson – Feed Seniors Now

Todd and Barbie Chambers

### **Louise Allen Award**

*Presented to an entity that has exhibited outstanding corporate community service*

ASCO Foundation

### **Mary Ann Edwards Award**

*Recognizes an individual working in the communications industry whose attention to the creation, management, distribution and consumption of ideas and information will have made significant contributions to the industry's disciplines and that have positively impacted the community*

Jerry Hudson

### **Rising Star Award**

Dr. Jessica Gray – UMC

*The **George Mahon Award** and the **Beth Pratt Communicator of the Year** are both surprises to the recipient and will be awarded at the luncheon.*



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## **2025 Presenting Sponsorship**

The Celebrity Luncheon is hosted by the Association for Women in Communications of Lubbock. Proceeds from the Celebrity Luncheon help the chapter fulfill its mission of enhancing the lives of students majoring in a communications field through scholarships as well as providing professional development and networking for members.

As a presenting sponsor, benefits include:

### **Event Participation**

- VIP table seating
- Presentation of this year's Mahon Award
- Opportunity to sit with scholarship recipients or past George Mahon award winners

### **Print Recognition**

- Full-color company logo on invitations
- Prime logo placement in all visual presentations
- Full-color logo on inside front cover of the program
- 1/3-page ad on inside back cover of the program (full color)

### **Event Recognition**

- Company recognition in all visual presentations
- Verbal recognition by the emcees during the luncheon

### **Media Recognition**

- Company mention in press release and interviews
- Social media recognition of your company, including tags, mentions and likes
- Company logo on AWC Lubbock website

*Your \$2,000 investment in scholarships will give you two tables of 8: One for your company and one for previous George Mahon recipients and/or previous scholarship recipients.*

*For more information, contact:*

*Michelle Stephens  
806-239-5094*

*Diane Harlan  
806-771-8989*

*Sherry Saffle  
806-632-3440*

*Valerie Moreno  
806-252-3707*



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## ***2025 Underwriter Sponsorship***

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As an Underwriter sponsor, benefits include:

- VIP table seating
- Two tables of 8 – one for your company and one for the honoree and their family and friends
- Exclusive opportunity to underwrite honoree and make award presentation at the luncheon
- Company recognition in event program
- Company recognition in all visual presentations
- Recognition of your company on AWC Lubbock social media platforms
- Company logo on AWC Lubbock website

***Investment: \$1,500***

*For more information, contact:*

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806-239-5094

*Diane Harlan*  
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## ***2025 Corporate Sponsorship***

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As a Corporate sponsor, benefits include:

- One table of 8
- Company recognition in event program
- Company recognition in visual presentations
- Recognition of your company on AWC Lubbock social media platforms

***Investment: \$1,000***

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