

MLK365'S

# SEASON OF CHANGE SERIES

## SPONSORSHIPS



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2018/2019

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SMUD

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Sacramento Downtown Partnership

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Sacramento Unified School District

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Multipoint Strategies

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Saint Hope

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Chief of Police  
Sacramento Police Dept.

Lori Waldon  
KCRA  
News Director

Darrell Teat  
CEO  
Darrell Teat Consulting

Greetings Community Partner,

On Monday, **January 21, 2019**, MLK365 will host the 38th annual MARCH FOR THE DREAM, California's largest and most diverse walk in honor of civil rights leader Martin Luther King Jr. This one-day event brings people from diverse backgrounds together and attracts a diverse crowd of 30,000 people from across our region to the March and Diversity Expo. It also officially kicks-off our 2019 Season of Change, a year-long series of King-centered engagements designed to empower people and transform community.

Beginning with the **March for the Dream**, our Season of Change Series includes four other engagements: **One Positive Project**, **Spring Impact Conference**, **MLK365 Impact Awards** and our **Champagne & Grits Banquet**. Sponsorships help to keep the dream of Dr. King alive through the funding and resourcing of local impact projects, conference speakers, trainers and workshops, all of which makes a positive difference in our community.

You can sponsor one or all the events in our 2019 Season of Change Series. Take a few minutes to review the March for the Dream sponsor levels. If you're interested in becoming a Season of Change sponsor, our staff welcomes the opportunity to help craft a package to better help you achieve your program or marketing goals.

For more information, please us at [www.mlk365.org](http://www.mlk365.org), or call us at **916-329-8485**.



**MLK365'S**

# **SEASON OF CHANGE SERIES**

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## **SPONSORSHIPS**

### **SEASON OF CHANGE SERIES SPONSORSHIP** ANNUAL COMMITMENT LEVEL: \$20,000

(Includes all):

- Community logo on MLK365 home page
- Signature sponsor levels at 2019 events
  - March for the Dream
  - One Positive Project
  - The Impact Conference
  - MLK365 Impact Awards
  - Champagne & Grits Banquet

**OR**

### **I AM INTERESTED IN SPONSORING ONE OR MORE OF THE FOLLOWING:**

(CHECK THE BOX IN FRONT OF A SERIES EVENT)

- One Positive Project
- The Impact Conference
- MLK365 Impact Awards
- Champagne & Grits Banquet

**OR**



**MLK365'S**

# SEASON OF CHANGE SERIES

## SPONSORSHIPS

### 2019 MARCH FOR THE DREAM SPONSORSHIP LEVELS

Please select sponsorship level (due date):

**DREAM SPONSOR: \$15,000**

- Title Sponsorship includes special speaking and branding opportunities at all four March for the Dream related stages (Extra Mile, Official Start, the Expo and Post March Dialogue and Dinner).
- Premium placement of logo on March for the Dream promotional billboards, KCRA television commercials, and in Sacramento Bee ads
- Premium name placement on official March for the Dream tee shirts (if confirmed by 10/19/18)
- Full-page ad on month of choice in the official MLK365 calendar
- Premium booth design (10 x 20 or greater) to fit your specific needs at the DIVERSITY Expo--Sacramento Convention Center
- Year around presence on the MLK365 Home page and March for the Dream event page website
- Opportunity to include company flier and/or promotional item in March for the Dream Tool Kit

**DRUM MAJOR SPONSOR: \$10,000**

- Special recognition at all four March for the Dream related stages (Official Start and the Expo).
- Placement of logo on March for the Dream on Sacramento Bee ads
- Premium name placement on official March for the Dream tee shirts (if confirmed by 10/19/18)
- Full-page ad with placement in the official MLK365 calendar
- Premium 10 x 20 booth location at the DIVERSITY Expo--Sacramento Convention Center
- Year around presence on the March for the Dream event page website
- Opportunity to include company flier and/or promotional item in March for the Dream Tool Kit

**STREET SWEEPER SPONSOR: \$5,000**

- On-stage recognition at the Expo stage
- Name placement on official March for the Dream tee shirts (if confirmed by 10/19/18)
- Half-page ad in the official MLK365 calendar
- Premium 10 x 10 booth location at the DIVERSITY Expo--Sacramento Convention Center
- Year around presence on the March for the Dream event page website

**PEACE AND UNITY SPONSOR: \$3,000**

- On-stage recognition at the Expo
- Placement of logo on official March for the Dream tee shirts (if confirmed by 10/19/18)
- Quarter-page ad in the official MLK365 calendar
- Premium 10 x 10 booth location at the DIVERSITY Expo

### SPECIAL SPONSORSHIP OPPORTUNITIES

**THE EXTRA MILE STAGE SPONSOR: \$3,500**  
**(The Oak Park Community Center Stage)**

- Your exclusive branding on the Extra Mile stage (leadership leg)
- The opportunity to address the marchers on the Extra Mile stage
- 10 X 10 booth at the Diversity Expo--Sacramento Convention Center

**THE OFFICIAL START STAGE SPONSOR: \$7,500**  
**(The Sacramento City College Stage)**

- Your brand on the archway at the beginning of the March and on the Sacramento City College stage
- The opportunity to address the marchers on stage
- 10 X 10 booth at the Diversity Expo--Sacramento Convention Center
- Year round presence on the March for the Dream event page website

**DIVERSITY EXPO PAVILION SPONSOR: \$3,500**

- Your brand on a stage at the Expo
- The opportunity to address the marchers on stage
- 10 X 10 booth at the Diversity Expo--Sacramento Convention Center

Contact Name \_\_\_\_\_

Business Name \_\_\_\_\_

Address \_\_\_\_\_

Phone Number \_\_\_\_\_ Fax # \_\_\_\_\_ Email Address \_\_\_\_\_

Form of Payment \_\_\_\_\_ Check \_\_\_\_\_ Card# \_\_\_\_\_ Exp. Date \_\_\_\_ / \_\_\_\_

Signature \_\_\_\_\_



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# SEASON OF CHANGE SERIES

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SPONSORSHIPS

## CONTACT

Please send all materials to:

### THE GRAPHIIX PROJECT

Dominicque Robinson

Ph: 916.712.9249

E: [info@thegraphiixproject.com](mailto:info@thegraphiixproject.com)

Logos for the shirt are due by: **October 19, 2018**

All other materials are due by: **December 21, 2018**

## FILES/FORMATS

For optimum reproduction, please adhere to the following specifications:

**Email** a HIGH RESOLUTION (300dpi) PDF of:

- Your ad
- All ads/logos are black and white
- Logos should be vector based eps files

**AD SIZES FULL PAGE:** 8.5w X 11h

**HALF PAGE:** 4.25w x 5.5h

**QUARTER PAGE:** 3.625w x 4.5h

All sizes are in inches.

Diagram indicates size only, not positioning