

MLK365'S

SEASON OF CHANGE SERIES

SPONSORSHIPS



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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 attracts 30,000 or more participants from across Northern California to Sacramento for a 6-mile walk and an opportunity to build authentic bridges of human understanding and value. It also officially kicks-off our 2019 SEASON OF CHANGE, a year-long series of King-centered engagements designed to empower people and transform communities.

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**. If your organizational values align with those of Dr. Martin Luther King Jr., and if positioning your brand in front of tens of thousands of people is important to you, then we invite you to become a sponsor and walk with us through our 2019 Season of Change.

Take a few minutes to review your sponsorship options below, and if you can't find a sponsorship to fit your exact needs, our staff can help you craft a package to better help you achieve your organizational goals.

For more information, please visit us at www.mlk365.org, or call us at **916-329-8485**.



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

Sponsorship investment includes “Dream Sponsor Level” at the following:

- 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



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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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CONTACT

Please send all materials to:

THE GRAPHIIX PROJECT

Dominicque Robinson

Ph: 916.712.9249

E: info@thegraphiixproject.com

Logos for event advertising are due by: **November 23, 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