SEASON OF CHANGE

SPONSORSHIPS
Greetings Sponsors and Supporters,

On Monday, January 20, 2020, MLK365 will host our 39th annual MARCH FOR THE DREAM, California’s largest and most diverse Martin Luther King Jr. Day March. Attracting a crowd of 30,000 enthusiast participants from across Northern California to Sacramento, this 6-mile walk brings the community together to build authentic bridges of human understanding, and it kicks-off our 2020 Season of Change Series of events. We believe honoring Dr. King means being MLK 365 days a year, and we are excited to offer the community opportunities to put his ideals and values into practice, beginning with the March for the Dream and our One Positive Project.

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 sponsor the March or be a 2020 Season of Change sponsor. Take a few minutes to review your sponsorship options below, and if you are unable to find a sponsorship to fit your exact needs, our team will help you craft a package to better help you achieve your organizational goals.

For more information, please visit us at www.mlk365.org or contact us at 916-721-BMLK(2655).
2020 SEASON OF CHANGE SPONSORSHIP
Season of change sponsorships are premium placement for all 2020 sponsorship events.

ANNUAL COMMITMENT

$25,000

MARCH FOR THE DREAM
See DREAM Sponsor information below.

$15,000

ONE POSITIVE PROJECT
- The Impact Conference
- The MLK365 Awards
3 events in 1: Sponsorship value=

$10,000

CHAMPAGNE & GRITS BANQUET

$5,000
2020 MARCH FOR THE DREAM SPONSORSHIP LEVELS

Please select sponsorship level (Due November 29, 2019):

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
- 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
- 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
- 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
- Quarter-page ad in the official MLK365 calendar
- Premium 10 x 10 booth location at the DIVERSITY Expo

Contact Name __________________________ Fax # ______________________ Email Address ___________________________________________
CONTACT
Please send all materials to:

THE GRAPHIIX PROJECT
Dominique Robinson
Ph: 916.712.9249
E: info@thegraphiixproject.com

All materials are due by December 20, 2019

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
SPONSORSHIP VALUE AND IMPACT

AS CALIFORNIA’S LARGEST AND MOST DIVERSE MARTIN LUTHER KING JR. DAY EVENT, THE MARCH FOR THE DREAM IS THE PERFECT OPPORTUNITY TO

POSITION YOUR BRAND AND PROMOTE YOUR PROGRAMS AND SERVICES TO 30,000 PEOPLE

SHOWCASE YOUR COMPANY’S COMMITMENT TO DIVERSITY, INCLUSION AND HUMAN UNDERSTANDING

BUY UNIQUELY BRANDED SHIRTS FOR YOUR COMPANY AND MARCH TOGETHER AS A GROUP

SPONSOR ONE OF OUR MANY PAVILIONS (HEALTH, CAREER, FINANCIAL AND PERSONAL DEVELOPMENT)

SPONSOR ONE OF OUR MANY MARCH STAGE (EXTRA MILE, OFFICIAL START OR REVIEWING STAGE)

MAKE A POSITIVE SOCIAL IMPACT IN OUR COMMUNITY BY SPONSORING OUR ONE POSITIVE PROJECT