



MARCH FOR THE DREAM

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Greeting Partners,

We are proud to bring you our **37th annual MARCH FOR THE DREAM**, California's largest walk in honor of Martin Luther King Jr. on **January 15, 2018**.

The MARCH FOR THE DREAM is a six mile walk that attracts a passionate crowd of well over 30,000 highly diverse and socially conscious participants. More than just a one day event to honor Martin Luther King Jr., the march kicks-off a year-long series of activities to inspire, educate and activate civic and social action.

Creating a company banner and walking in the march is the perfect opportunity to position your brand and engage your employees around equity, justice and fairness. As a complement to the walk, our Diversity Expo inside the Sacramento Convention will feature job, health and education pavilions as well as other fun and interactive activities.

Take a few minutes to review the various sponsorship levels. Our staff welcomes the opportunity to help craft a package that better helps you to achieve your program or marketing goals. For more information, please call **916-479-1918**.

Proceeds from this event benefits MLK365 in their efforts to keep the Dream of Martin Luther King Jr. alive. Tax I.D.# 68-0160203



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Sponsorship Application

Please select sponsorship level (due date December 18, 2017):

THE TITLE SPONSOR(s) March for the Dream Level **\$15,000**

- Official march sponsor with special stage recognition and opportunity to speak
- Your logo on all promotional materials, including event fliers, mass e-blasts and official shirts
- Your logo on Promotional Billboards
- Your logo on MLK365 television commercial and radio tags
- Full-page ad with premium placement in official event programs
- Stage sponsor at the Sacramento Convention Center celebration
- 10x20 booth at the Diversity expo
- Year around presence on the MLK365 website

THE DREAM SPONSOR (Visionary) Platinum Level **\$10,000**

- Special stage recognition
- Your logo on all promotional materials, including event fliers, mass e-blasts and official shirts
- Your logo on Promotional Billboards
- Your logo on MLK365 television commercial and radio tags
- Full-page ad with premium placement in official event programs
- Stage sponsor at the Sacramento Convention Center celebration
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DRUM MAJOR SPONSOR (Leadership) Gold Level **\$7,500**

- Special stage recognition
- Your logo on all promotional materials, including event fliers, mass e-blasts and official shirts
- Full-page ad with premium placement in official event programs
- 10x10 booth at the Diversity expo
- Year around presence on the MLK365 website

STREET SWEEPER SPONSOR (Excellence in Achievement) Silver Level **\$5,000**

- Stage Recognition
- Your logo on all promotional materials, including event fliers, mass e-blasts and official shirts
- Half-page ad with premium placement in official event programs
- 10x10 booth at the Diversity expo
- Half a year presence on the MLK365 website

PEACE AND UNITY SPONSOR (Peace and Unity) Silver Level **\$2,500**

- Stage Recognition
- Your logo on official shirts
- Quarter-page ad with premium placement in official event programs
- 10x10 booth at the Diversity expo
- Half a year presence on the MLK365 website

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
916.712.9249

info@thegraphiixproject.com

All Materials are due by Friday, December 15, 2017

FILES/FORMATS

For optimum reproduction, please adhere to the following specifications:

- Send a HIGH RESOLUTION (300dpi) PDF of your ad
- Fax/send a laser printout of your ad
- All ads/logos are black and white
- Logos should be vector based eps files

AD SIZES FULL PAGE: 3.25w X 10h”

HALF PAGE: 3.25w x 4.875h”

QUARTER PAGE: 3.25w x 2.3125h”

All sizes are in inches. Page size is 4.25w x 11h”.
Diagram indicates size only, not positioning