



Sacramento, California

The 21st Annual Dr. Martin Luther King, Jr. Celebration

2020 MLK Celebration **SPONSORSHIP LEVELS & BENEFITS**

Remembering and Honoring Dr. Martin Luther King, Jr.

I HAVE A DREAM PRESENTING

\$15,000

**CIVIL RIGHTS ACT OF
1964 PLATINUM**

\$10,000

**Dr. DOROTHY AND JERRY
ENOMOTO FOUNDING**

\$5,000

FREEDOM RIDER

\$2,250

COMMUNITY BUILDER

\$1,250

Ruby Bridges Keynote Sponsorship

see last page

Saturday, January 25, 2020
mlkcelebrationsacramento.org

The 21st Annual Dr. Martin Luther King, Jr. Celebration

Sacramento State
University Ballroom
Saturday, January 25, 2020

The Annual MLK Celebration symbolizes the principles of freedom and unity, and the celebration of diversity that highlighted the life of Dr. Martin Luther King Jr. Hosted in the Capital of California, this event serves as one of the largest gatherings of elected officials, judicial members, law enforcement, non profits, community members, business leaders and students from our region and beyond. Your sponsorship will enable us to energize and help the next generation connect to the work of those who have come before them.

I HAVE A DREAM PRESENTING SPONSOR: \$15,000

- Two tables of 10 in Sponsor's Row, closest to Head Table
- One table for children to attend event (in Your Company name)
- Full Page Ad in evening's program, Inside Front Cover
- Official sponsors of the MLK Celebration Essay Contest. Logo in all promotional materials.
- Display of company logo on PowerPoint video screen throughout the evening's festivities
- Company logo and name recognition included in all press releases and promotional materials promoting event
- Logo with hyper linked URL on MLK Website Logo
- Eight representatives at pre-dinner reception with keynote and other honored guests

CIVIL RIGHTS ACT OF 1964 PLATINUM SPONSOR: \$10,000

- Table of 10 in Sponsor's Row, closest to Head Table
- Full Page Ad in evening's program, 1st PLATINUM sponsor — back cover rights
- Logo to appear on MLK Celebration materials
- Display of company logo during event - Logo with hyper linked URL on MLK Website Logo
- Company logo and name recognition included in all press releases and promotional materials promoting event
- Six representatives at pre-dinner reception with keynote and other honored guests

DR DOROTHY & JERRY ENOMOTO FOUNDING SPONSOR: \$5,000

- 10 dinner seats in Sponsor's Row, Tier 1
- Full Page Ad in evening's program
- Display of company logo during event
- Company logo and name recognition in all press and promotional materials
- Logo with hyper linked URL on MLK Website Logo
- Six representatives at pre-dinner reception with keynote and other honored guests

FREEDOM RIDER SPONSOR: \$2,250

- 10 dinner seats in Sponsor's Row, Tier 2
- Half Page Ad in evening's program
- Display of company logo during event
- Four representatives at pre-dinner reception with keynote and other honored guests

COMMUNITY BUILDER SPONSOR: \$1,250

- 10 dinner seats
- Quarter Page Ad in evening's program
- Two representatives at pre-dinner reception with keynote and other honored guests

The 21st Annual
Dr. Martin Luther King, Jr.
Celebration

Sacramento State University
Saturday, January 25, 2020

2020 Robert T. Matsui
Community Service
Award Honorees

To Be Announced

Sponsorship Application

____ Yes, we want to sponsor the **2020 MLK Celebration**

company name

contact person

contact title

phone

email

company address

city

state

zip

company website

Method of Payment

CHECK

Please make checks payable to MLK Celebration
and mail this form and your check to:

MLK Celebration Committee
P.O. Box 161791
Sacramento, CA 95816

ONLINE WITH CREDIT CARD

visit mlkcelebrationsacramento.org and follow the pay online links

BILL ME

We are pleased to sponsor at the following level(s)

- I Have A Dream Sponsor - \$15,000
- Civil Rights Act Sponsor - \$10,000
- Dorothy & Jerry Enomoto Founding Sponsor - \$5,000
- Freedom Rider Sponsor - \$2,250
- Community Builder Sponsor - \$1,250

Student Table Sponsor

- Table of 10 students - \$650
____ Table x \$650 = ____

Table and Tickets

- Table of 10 \$950
____ Table x \$950 = ____
- Per person \$100
____ Tickets x \$100 = ____

Advertising

Full Page (\$1,000) = ____
Half Page (\$750) = ____
Listing (\$300) = ____

TOTAL ENCLOSED

\$ _____

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About The Keynote Speaker

At the tender age of six, Ruby Bridges advanced the cause of civil rights in November 1960 when she became the first African American student to integrate an elementary school in the South. A lifelong activist for racial equality, in 1999, Ruby established The Ruby Bridges Foundation to promote tolerance and create change through education. In 2000, she was made an honorary deputy marshal in a ceremony in Washington, DC.



Ruby Bridges

Keynote Speaker For the
2020 MLK Celebration Event

Keynote Speaker
Sponsor Opportunities

Ruby Bridges Sponsorship: \$10,000

- Table of 10 in Sponsor's Row, closest to Head Table
- Acknowledgement in the printed program
- Official sponsor of Ruby Bridges on Powerpoint video screen
- Acknowledgement from the evening emcees
- Logo with hyper linked URL on MLK Website Logo
- Four representatives at pre-dinner reception with keynote and other honored guests

Ruby Bridges Sponsorship: \$5,000

- Four tickets to dinner
- Acknowledgement in the printed program
- Logo on MLK Website Logo
- Two representatives at pre-dinner reception with keynote and other honored guests

