



**Sacramento, California**

**The 23rd Annual  
Dr. Martin  
Luther King, Jr.  
Celebration**

**2022 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**

\$1,550

**Keynote Sponsorship**

see last page

Saturday, February 5, 2022  
mlkcelebrationsacramento.org

# The 23rd Annual Dr. Martin Luther King, Jr. Celebration

Sacramento State  
University Ballroom  
Saturday, February 5, 2022

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: \$1,550**

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

The 23rd Annual  
**Dr. Martin Luther King, Jr.**  
Celebration

Sacramento State University  
Saturday, February 5, 2022  
2022 Robert T. Matsui  
Community Service  
Award Honorees

To Be Announced

# Sponsorship Application

\_\_\_\_\_ Yes, we want to sponsor the **2022 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](http://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 - \$1,550

## Student Table Sponsor

- Table of 10 students - \$850  
\_\_\_ Table x \$850 = \_\_\_\_\_

## Table and Tickets

- Table of 10 \$1000  
\_\_\_ Table x \$1000 = \_\_\_\_\_
- 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**

**TBA**

Keynote Speaker For the  
2022 MLK Celebration Event

**Keynote Speaker  
Sponsor Opportunities**

**Speaker 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 Power point 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

**Speaker 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