24th Annual

MARTIN LUTHER KING, JR.

C E L E B R A T I O N



SPONSORSHIP LEVELS & BENEFITS



Saturday, January 28, 2023 Sacramento State University Ballroom mlkcelebrationsacramento.org

The 24th Annual **Dr. Martin Luther King, Jr.**Celebration

Sacramento State University Ballroom Saturday, January 28, 2023

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

- Three tables of 8 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

- Two tables of 8 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

- 8 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
- Four representatives at pre-dinner reception with keynote and other honored guests

FREEDOM RIDER SPONSOR: \$2,250

- 8 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

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

Dr. Martin Luther King, Jr. Celebration Sacramento

BENEFITS OF SPONSORSHIP	PRESENTING SPONSOR I HAVE A DREAM	PLATINUM SPONSOR CIVIL RIGHTS ACT OF 1964	FOUNDING SPONSOR DR. DOROTHY & JERRY ENOMOTO	FREEDOM RIDER SPONSOR	COMMUNITY BUILDER SPONSOR
	\$15,000	\$10,000	\$5,000	\$2,250	\$1,550
Company logo will be set apart, enlarged or distinguished from the names and/or logos of the other sponsors.	✓				
Ability to have a booth (provided by the sponsor) outside of venue to display product information.	✓	✓			
Full-color advertisement on the outside back cover of Program Booklet.	✓				
Full color advertisement in Program Booklet.	✓	✓	✓	1/2 page ad	1/4 page ad
VIP reception for guest company representative, provided with light refreshments and photo opportunities.	✓	✓	✓	✓	
The Premier Sponsor will have a brief (3 minutes max.) opportunity to speak at the event.	✓				
Company logo under Corporate Sponsors scrolled on screen as part of opening and closing credits.	✓	✓			
Company logo prominently displayed on the Corporate Sponsor page of the Program Booklet.	✓	✓	Company name listed in program	Company name listed in program	Company name listed in program
Premier seating in Special Section reserved tables(s) seating ten (8).	3	2	1	1	1
Company name listed as sponsor in Program Booklet	✓	✓	✓	✓	✓
Company name and/or logo will be listed as a sponsor of the MLK Website	✓	✓	✓	✓	✓

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Sponsor Form

company name		We are pleased to sponsor at the following level(s)
		☐ I Have A Dream Sponsor - \$15,000
contact person		☐ Civil Rights Act Sponsor - \$10,000
		☐ Dorothy & Jerry Enomoto Founding
contact title		Sponsor - \$5,000
		☐ Freedom Rider Sponsor - \$2,250
phone	email	☐ Community Builder Sponsor - \$1,550
company address		Student Table Sponsor
. ,		□ Table of 8 students - \$850
city	state zip	Table x \$850 =
		Table and Tickets
company website		☐ Table of 8 \$1000
Method of Payment		Table x \$1000 =
CHECK		☐ Per person \$100
	ks payable to MLK Celebration	Tickets x \$100 =
	and your check to:	A.L. and the a
MLK Celebration (Advertising Full Page (\$1,000) =
P.O. Box 16179		Half Page (\$750) =
Sacramento, CA	73810	Listing (\$300) =
ONLINE WITH CR	REDIT CARD	Listing (\$000) =
visit mlkcelebration	nsacramento.org and follow the pay online links	TOTAL ENCLOSED
BILL ME		\$

mlkcelebrationsacramento.org | MLK Committee is a 501(c)(3) - Tax ID # 320155615 | t 916-925-5080