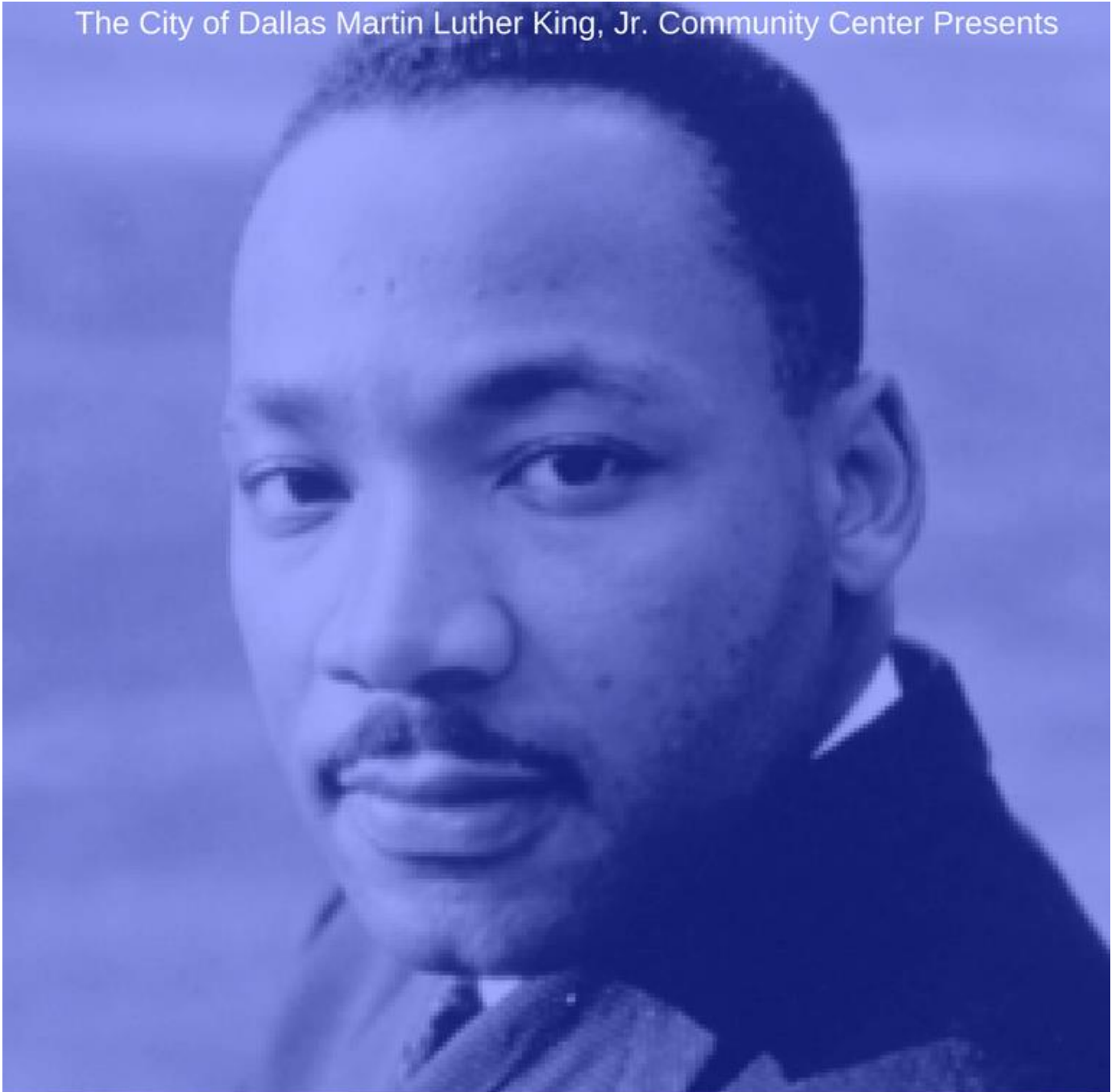


The City of Dallas Martin Luther King, Jr. Community Center Presents



Sponsorship Packet

**The 36th Annual Dr. Martin Luther King, Jr.
Birthday Celebration**

January 12-15, 2018



City of Dallas

Dear Future Sponsor,

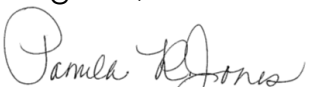
The City of Dallas Martin Luther King, Jr. Community Center will host its 36th Annual Dr. Martin Luther King, Jr. Birthday Celebration on the weekend of January 12-15, 2018, with a series of events including the MLK Celebration Fair, a Civil Rights Museum Exhibit, a Candle Light Ceremony, "Half-time" event, Dr. Martin Luther King, Jr. Essay/Scholarship contest, an Awards Banquet and the historic MLK Day March/Parade. Our Steering Committee has been working diligently over the past several months planning the celebration which has traditionally marked the City of Dallas' official celebration commemorating the life and legacy of Dr. Martin Luther King.

We invite you to join us as a sponsor of the 36th Annual Dr. Martin Luther King, Jr. Birthday Celebration Weekend. Sponsorship benefits include media and onsite exposure, collateral, hospitality, and community relations benefits valued beyond the cost of sponsorship. In addition, sponsors will receive a City of Dallas tax status letter and 501(c)(3) letter from MLK Dallas Dream Forward to use for your donation to the center. The funds you are being asked to provide will not only go toward underwriting the 36th Annual Dr. Martin Luther King, Jr. Birthday Celebration Weekend, but also to the Martin Luther King, Jr. Community Center's Social Services Programs for 2018.

Sponsorship details, as well as additional information about the Martin Luther King, Jr. Community Center and its Social Services Programs, are enclosed for your review. We also welcome the opportunity to design a customized sponsorship package to address any unique marketing, visibility, or community relations needs you may have. This information is also available on our website: www.dallasmlkcenter.com.

For more information or to discuss your sponsorship, please contact me at 214-670-8418 or via email at pamela.jones2@dallascityhall.com.

Regards,


Pamela R. Jones

Martin Luther King, Jr. Community Center Manager

Why should your company or organization become a sponsor of the City of Dallas Martin Luther King, Jr. Community Center's 36th Annual Dr. Martin Luther King, Jr. Birthday Celebration?

- Brand association with the largest, second behind Atlanta, GA, known event commemorating the life and legacy of Dr. Martin Luther King Jr.
- Increase brand loyalty.
- Association with a proven and known entity that commemorates the life and legacy of Dr. Martin Luther King, Jr.
- Multiple opportunities to create and expand brand/product visibility.
- Reinforce brand image.
- Brand display.
- Message of commitment to multicultural beliefs and cultural diversity.
- Message of community responsibility through employee community service project.
- Contribution to educational scholarships.
- Contributions and support of the Martin Luther King, Jr. Community Center Social Service Department.



Past Year 35th Annual Dr. Martin Luther King, Jr. Birthday Celebration Sponsors and Partners

Alpha Sigma Lambda Chapter of
Alpha Phi Alpha Fraternity, Inc.
American Airlines
AmeriCorp Vistas
Antioch Fellowship Missionary Baptist
Church
Arthello Beck Gallery
AT&T
BB&T Bank
Big Dream Riders
Black Entertainment Television
Capital One
City of Dallas
Comerica Bank
CW33
Dallas Black Chamber of Commerce
Dallas Children's Charities
Dallas City Councilmember Scott
Griggs
Dallas County Republican Party
Dallas County Schools
Dallas Morning News
Delta Sigma Theta Sorority Inc.
(Dallas Region)
Dillard University Alumni Association,
Dallas/Fort Worth Chapter
East Texas Bandits
Eberstein & Witherite
Edward Dixon
Evergreen Memorial Funeral Home &
Flower Shop
Fiesta Mart, LLC
First Unitarian Church of Dallas
Foremost Family Health Center
Frank Jones
Frito Lay
Frost Bank
Godsey Martin Law Firm
Greater Progressive Baptist Church
Huffines Chevrolet Dodge
Legal Aid North Texas
Loujeanne Guy Ministries
Mandinkas

MeMe G Salon
Miles of Freedom
MLK Dallas Civil Rights Museum
MLK Dallas Dream Forward
Mount Moriah Missionary Baptist
Church
New Birth Baptist Church
New El Bethel Baptist Church
New Hope Baptist Church
New Millennium Bible Fellowship
Praise Center
North Texas Food Bank
Packing House Market, Inc.
Playaz Keep Coming
Ponchaveli Studios
Preparing People Barber and Styling
College
Radio One
Reclaiming Lives
Reliant NRG
Roosevelt Nichols
S&K Creative Possibilities
Service Broadcasting Corporation
K104.5/105.7 FM
Showers of Blessings
Six Flags Over Texas
Smith Chapel AME Church
Sons of Solomon
Southern Methodist University
St. Paul United Methodist Church
State Fair of Texas
State Representative Toni Rose
The Pipkin Law Firm
Trader Joe's
Transportation Unlimited, Inc.
TXU Energy
Unique Corvette Car Club of
Dallas/Ft. Worth
USAA
VITAS
Wells Fargo
Williams Fried Chicken, Inc.

Who We Are

The Martin Luther King, Jr. Community is part of the City of Dallas Department of Housing/Community Services and is in the South Dallas/Fair Park area. The Center sits on 10.5 acres and is comprised of five separate buildings. Each building offers a variety of services. The different kinds of services allow each building to function independently; however, together they provide a comprehensive service delivery system. This unique method of service delivery allows the citizens of Dallas to come to one location to meet their education, health, child care, family counseling, and leisure activity needs.

What We Do

The Community Social Services Program (CCSSP) assists clients by providing:

- | | |
|--|-----------------------------|
| * Food pantry | Eligibility Screenings for: |
| * Utility payment assistance | * Santa Claus Toy Project |
| * Rental assistance | * Thanksgiving Food Basket |
| * H.O.P.W.A. (Housing Opportunities for Persons with AIDS) | * Summer Fan Distribution |

What We Need

With your sponsorship, we will be able to serve more citizens. During the past year, we had to turn away and/or refer many clients to other agencies due to a shortage of resources. Your company can help make a dramatic difference in the lives of many citizens by changing the downward spiral they are caught up in due to unforeseen circumstances and providing a way for them to get back on their feet. As a sponsor, your company can show that you care about the wellbeing of this community. We ask that you strongly consider the sponsorship levels included in this packet and we look forward to partnering with you soon!

Please make checks payable to "MLK Dallas Dream Forward" and mail to:

Martin Luther King, Jr. Community Center
2922 Martin Luther King, Jr. Boulevard
Suite 147
Dallas, Texas 75215

Be sure to include "2018 MLK Birthday Celebration" on the memo line.

In addition to sponsorships, we also welcome in-kind donations and items to include in our **Silent Auction**, which will take place during the Awards Banquet. If you would like some ideas on the types of items or services to donate, please contact 214.670.8418.

Sponsorship Level: Title Sponsor \$100,000

Event Advertising

- Title association and logo presentation in newspaper advertisements
 - Title association in radio advertisements
 - Title association in television advertisements
 - Title association with digital advertisements
- Title association with all MLK Center Special Events for 2018

Print Collateral

- Title association and logo presentation on posters
- Title association and logo presentation on 10,000 flyers
- Title association of sponsorship name in souvenir booklet

On-Site Exposure

- Two (2) decorated floats in parade
- Logo presentation on ten (10) banners/posters (3'x5') along parade route
- Title association in a minimum of twenty (20) public service announcements
- Logo presentation on four (4) banners (Banquet Hall and Afterglow area)
 - Company logo displayed at Awards Banquet

Hospitality/Entertainment

- Title association with the Afterglow and admission for sixty (60)
- Title association and forty (40) VIP seating passes for the parade
 - Six (6) tables (seating 10 each) at Awards Banquet
- Title association and special recognition at Awards Banquet

Media/Community Relation

- Title association in all pre-events and after events media releases.

2018 MLK Multicultural Affair

- Association and reserved table seating for Thirty (30)
- Association in event advertising, print collateral, and on-site exposure
- Association in hospitality/entertainment and media/community relation

Sponsorship Level: Diamond Sponsor

\$50,000

Event Advertising

- Association and logo presentation in newspaper advertisements
 - Association in radio advertisements
 - Association in television advertisements

Print Collateral

- Association and logo presentation on posters
- Association and logo presentation on 5,000 flyers
- Association of sponsorship name in souvenir booklet

On-Site Exposure

- Decorated float in parade
- Logo presentation on five (5) banners/posters (3'x5') along parade route
- Association in a minimum of twelve (12) public service announcements
- Logo presentation on two (2) banners (Banquet Hall and Afterglow area)
 - Company logo displayed at Awards Banquet

Hospitality/Entertainment

- Association with the Afterglow and admission for forty (40)
- Association and thirty (30) VIP seating passes for the parade
 - Four (4) tables (seating 10 each) at Awards Banquet
- Association and special recognition at Awards Banquet

Media/Community Relation

- Title association in all pre-events and after events media releases.

2018 MLK Multicultural Affair

- Association and reserved table seating for Twenty (20)
- Association in event advertising, print collateral, and on-site exposure
- Association in hospitality/entertainment and media/community relation

Sponsorship Level: Platinum Sponsor

\$25,000

Event Advertising

- Association and logo presentation in newspaper advertisements
 - Association in radio advertisements
 - Association in television advertisements

Print Collateral

- Association and logo presentation on posters
- Association and logo presentation on 5,000 flyers
- Association of sponsorship name in souvenir booklet

On-Site Exposure

- Decorated float in parade
- Logo presentation on five (5) banners/posters (3'x5') along parade route
- Association in a minimum of twelve (12) public service announcements
- Logo presentation on two (2) banners (Banquet Hall and Afterglow area)
 - Company logo displayed at Awards Banquet

Hospitality/Entertainment

- Afterglow recognition and admission
- Association and twenty (20) VIP seating passes for the parade
 - Three (3) tables (seating 10 each) at Awards Banquet
 - Special recognition at Awards Banquet

Media/Community Relations

- Association in all pre-events and after events media releases

2018 MLK Multicultural Affair

- Association and reserved table seating for Ten (10)
- Association in event advertising, print collateral, and on-site exposure
- Association in hospitality/entertainment and media/community relation

Sponsorship Level: Gold Sponsor

\$15,000

Event Advertising

- Association and logo presentation in newspaper advertisements
 - Association in radio advertisements
 - Association in television advertisements

Print Collateral

- Association and logo presentation on posters
- Association and logo presentation on 5,000 flyers
- Association of sponsorship name in souvenir booklet

On-Site Exposure

- Decorated float in parade
- Logo presentation on three (3) banners/posters (3'x5') along parade route
- Association in a minimum of twelve (12) public service announcements
 - Logo presentation on one (1) banner in Afterglow area
 - Company logo displayed at Awards Banquet.

Hospitality/Entertainment

- Afterglow recognition and admission
- Association and ten (10) VIP seating passes for the parade
 - Two (2) tables (seating 10 each) at Awards Banquet
 - Special recognition at Awards Banquet

Media/Community Relations

- Association in all pre-events and after events media releases.

2018 MLK Multicultural Affair

- Association and reserved seating for Six (6)
- Association in event advertising, print collateral, and on-site exposure
- Association in hospitality/entertainment and media/community relation

Sponsorship Level: Silver Sponsor

\$10,000

Event Advertising

- Logo inclusion in one (1) quarter page size event advertisement in newspaper
- Name inclusion in radio advertisements

Print Collateral

- Logo presentation on posters
- Logo presentation on 2,000 flyers
- Association of sponsorship name in souvenir Booklet

On-Site Exposure

- Decorated float in parade
- Logo presentation on three (3) banners/posters (3'x5') along parade route
- Logo presentation on one (1) banner in Afterglow area
- Association in a minimum of six (6) public service announcements
- Company logo display at Awards Banquet

Hospitality/Entertainment

- Afterglow recognition and admission
- Association and ten (10) VIP seating passes for the parade
- One (1) table (seating 10) at Awards Banquet
- Recognition at Awards Banquet

Media/Community Relations

- Association in all pre-event and after events media releases

Sponsorship Level: Bronze Sponsor

\$5,000

Event Advertising

-Logo inclusion in one (1) quarter page size event advertisement in newspaper

Print Collateral

- Name inclusion in posters
- Name inclusion on 1,500 flyers
- Association of sponsorship name in souvenir booklet

On-Site Exposure

- Logo presentation on one (1) banner/poster (3'x5') along parade route
- Supporting association in a minimum of three (3) public service announcements
- Company logo display at Awards Banquet

Hospitality/Entertainment

- Afterglow recognition and admission
- Association and six (6) VIP seating passes for the parade
- One (1) table (seating 10) at Awards Banquet
- Recognition at Awards Banquet

Media/Community Relations

- Association in all pre-events and after events media releases

Sponsorship Level: Friendship Sponsor

\$2,500

Print Collateral

- Name inclusion on 1,000 flyers
- Association of sponsorship name in souvenir booklet

On-Site Exposure

- Company logo display at Awards Banquet

Hospitality/Entertainment

- Six (6) VIP passes for the parade
- One (1) table (seating 10) at Awards Banquet
- Recognition at Awards Banquet

The City of Dallas Martin Luther King Jr. Community Center Presents



The activities to be included for the weekend are Celebration Fair, Civil Rights Museum Exhibit, Candle Lighting Ceremony, Half-time Celebration, Awards Banquet, and Parade.

For more event information contact the MLK Jr. Community Center 2922 MLK Jr. Blvd. Bldg. A Dallas, TX. 75215|214-670-8418|www.dallasmlkcenter.com|www.facebook.com/mlkccdallas | www.twitter.com/mlkccdallas.

Thank You in Advance

The City of Dallas is a municipal corporation which is a political subdivision of the State of Texas. Deductions for charitable contributions to the City of Dallas are allowed under Section 170 (b) (1) (A) (v) and Section 170 (c) (l) of the Internal Revenue Code. Contributions to the various departments or funds of the City are deductible under the same provisions. The Martin Luther King, Jr. Community Center is a division of the City of Dallas Department of Housing/ Community Services.