

MLK CELEBRATION WEEK 2019

RECONCILIATION: MOVING THE DREAM FORWARD

JANUARY 9—22, 2019

MLK Week 2019

In January 2019, the City of Dallas will host its 37th annual celebration of the legacy of Dr. Martin Luther King with a week's worth of events highlighting issues of diversity, equity and inclusion. The week will include community service, educational events, a job fair, and a youth summit, and will be kicked off with a Wreath-Laying Ceremony at City Hall. MLK Week will also feature the annual Martin Luther King Awards Gala, with keynote speaker Dr. Michael Eric Dyson, and the annual parade down MLK Blvd.

About the Martin Luther King, Jr. Community Center

The Martin Luther King, Jr. Community was opened in 1967 and is a part of the City of Dallas Office of Community Care. Located in the South Dallas/Fair Park area, the Center serves as a hub of community programming and activity and strives to connect residents to critical education, financial empowerment and health and wellness programming and services. The Center is home to numerous social service programs, such as housing and rental assistance, jobs skills training and employment support, client navigation and referral services, and more. Additionally, the Center houses numerous nonprofit and social services agencies as tenants, each of which providing valuable community services. Together, the Center's programming and tenants offer a comprehensive package of services for community members.

Sponsorship Levels

Presenting: \$50,000+

- Priority recognition at all events
- Opportunity to introduce keynote speaker at Gala
- Recognition on Grand Marshall float
- Recognition in radio, television and newspaper advertisements
- Logo spotlighted in event Materials
- Logo recognition on Website
- Logo spotlighted on ten (10) banners/posters (3'X5') along parade route
- Logo spotlighted on four (4) banners/posters at Gala (banquet hall and registration area)
- Organization included in press releases
- Recognition in public service announcements
- Two (2) parade float entries
- Four (4) tables at Gala (32 tickets)
- Twenty (20) VIP seating passes for the parade

Diamond (Gala): \$30,000+

- Recognition at all events
- Priority recognition at Gala
- Opportunity to speak at Gala
- Recognition in radio, television and newspaper advertisements
- Logo in event Materials
- Logo recognition on Website
- Logo spotlighted on four (4) banners/posters at Gala (banquet hall and registration area)
- Organization included in press releases
- Recognition in public service announcement
- Three (3) tables at Gala (24 tickets)
- One (1) parade float entry
- Ten (10) VIP seating passes for the parade

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Diamond (Parade): \$30,000+

- Recognition at all events
- Priority recognition at Parade
- Recognition on Grand Marshall float
- Recognition in radio, television and newspaper advertisements
- Logo spotlighted in event Materials
- Logo recognition on Website
- Logo spotlighted on ten (10) banners/posters (3'X5') along parade route
- Organization included in media releases
- Recognition in public service announcement
- Two (2) parade float entries
- Twenty (20) VIP seating passes for the parade
- One (1) table at Gala (8 tickets)

Gold: \$10,000+

- Event-level naming rights (Powered by YOUR ORGANIZATION)
- Recognition at all events
- Logo in Event Materials
- Logo recognition on Website
- Logo on five (5) banners/posters (3'X5') along parade route
- Logo on two (2) banners/posters at Gala (banquet hall and registration area)
- One (1) parade float entry
- One (1) table at Gala (8 tickets)
- Five (5) VIP seating passes for the parade

Bronze: \$2,500+

- Recognition at all events
- Organization listed in event Materials
- Logo recognition on Website
- One (1) parade entry
- One (1) table at Gala (8 tickets)
- Five (5) VIP seating passes for the parade

Platinum: \$15,000+

- Recognition at all events
- Priority recognition at event of choice (except Gala and parade)
- Recognition in radio, television and newspaper advertisements
- Logo spotlighted in event Materials
- Logo recognition on Website
- Logo on five (5) banners/posters (3'X5') along parade route
- Logo on two (2) banners/posters at Gala (banquet hall and registration area)
- Recognition in public service announcement
- One (1) parade float entry
- Two (2) tables at Gala (16 tickets)
- Ten (10) VIP seating passes for the parade

Silver: \$5,000+

- Recognition at all events
- Logo in event Materials
- Logo recognition on Website
- Logo on five (5) banners/posters (3'X5') along parade route
- Logo on two (2) banners/posters at Gala (banquet hall and registration area)
- Recognition in public service announcement
- One (1) parade entry
- One (1) table at Gala (8 tickets)
- Five (5) VIP seating passes for the parade

In Kind:

- Donations to support event execution (floral, décor, tables, chairs, printing, etc.)
- Sponsor-a-Kid Scholarships
- Recognition dependent on level and type of contribution

Your tax-deductible contribution can be made payable to City of Dallas—Community Projects and Events Fund administered by the Communities Foundation of Texas, Tax ID 75-0964565.

Note: Funding is being used to support expenses related to MLK Week 2019 and associated events. Funding raised beyond the costs of these events will be used to support future MLK events and social services programs of the MLK Community Center.

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