



Dear Community Partner,

In January 2020, the City of Dallas will host its 38th annual celebration of the legacy of Dr. Martin Luther King, Jr. with more than two weeks' worth of events focused on equity, diversity and opportunity. Last year, we were able to expand our celebration to include new educational and service opportunities and reach a broader audience. Because of the support of partners like you, we hosted or supported 10 events throughout the City that included opportunities for education, engagement and skill-building in alignment with the legacy of Dr. Martin Luther King, Jr.

Through the 2019 Dr. Martin Luther King, Jr. Celebration, we saw:

- 150,000 spectators and 5,000 individual parade participants at the annual Dr. Martin Luther King, Jr. Parade
- More than 720 attendees at the Martin Luther King, Jr. Celebration Gala
- Nearly 600 jobseekers attended the Celebration Job Fair, featuring 60+ employers, service providers and education providers
- 70 students attended a Youth Summit, hosted in partnership with the City's Youth Commission, and discussed social issues such as equity, immigration, and homelessness
- More than 40 community members attended the *Beloved Community: Discussion on Housing Issues for the Immigrant Community*
- More than 50 young professionals participated in our *Entry Level to Executive: Millennial Networking Event* and had the opportunity to connect with and learn from a diverse slate of emerging community leaders
- 30 volunteers participated in an Action Day, in partnership with our Code Compliance Department, to support community beautification
- Countless individuals were able to connect with community events through our Community Calendar

As we look ahead to 2020, we are working with our Planning Committee to continue to build upon this progress with an added emphasis on youth and scholarships. I invite you to join us as a sponsor of the 38th Annual Dr. Martin Luther King, Jr. Celebration. This 2020 celebration will include the MLK Day Parade, Celebration Education and Career Fair, MLK Youth Summit, and more. The 2020 Celebration will feature the City's first ever Scholarship Gala. While the Gala has been a longstanding event of the celebration, this year's focus on investing in the future of our youth through scholarships will be a first. Our goal is to distribute a minimum of \$50,000 in tuition, summer learning camps, and non-traditional education opportunities. Sponsorship funding will support the implementation of community events and the development of a scholarship fund, with scholarships to be presented at the Gala.

Sponsorship benefits and levels are outlined in the attached packet. Sponsorship forms should be submitted by Friday, December 20, 2019. If you have any questions, please contact Jamel Slaughter, Ph.D., Program Administrator for the Office of Community Care, at (214) 671-5117 or via email jamel.slaughter@dallascityhall.com. Your tax-deductible contribution can be made payable to the City of Dallas – Community Care Projects and Events Fund administered by the Communities Foundation of Texas, Tax ID 75-0964565.

Thank you for your support!

Sincerely,

T.C. Broadnax
City Manager

DR. MARTIN LUTHER KING JR.

CELEBRATION WEEK 2020

CITY OF DALLAS

In January 2020, the City of Dallas will host its 38th annual celebration of the legacy of Dr. Martin Luther King, Jr. with two weeks' worth of events highlighting issues of equity, diversity and opportunity.

The week will include community service, educational events, the annual Celebration Job and Education Fair, and a Youth Summit. Celebration Week will also feature the annual Dr. Martin Luther King, Jr. Gala, this year with a new focus on scholarships, and will culminate with the annual MLK Day Parade.

Sponsorship Levels

Presenting: \$25,000+

Platinum: \$10,000+

Gold: \$5,000+

Silver: \$2,500+

Bronze: \$1,000+

Supporter: \$250+ (before December 1, 2019)

See sponsorship level inclusions inside



City of Dallas

DR. MARTIN LUTHER KING, JR.

Celebration Week 2020 | Sponsorship Levels

PRESENTING: \$25,000+ (2 available)

- Priority recognition at all Events;
- Opportunity to introduce keynote speaker at Gala – OR –
- Opportunity to present scholarship to recipient at Gala;
- Recognition on Grand Marshall float;
- Logo recognition on Website;
- Logo spotlighted on Event materials, including Gala program;
- Logo spotlighted on 10 banners (3'x5') along parade route;
- Logo spotlighted on signage in Gala banquet hall and registration area;
- Organization included in press releases;
- 2 parade float entry fees waived;
- Three (3) tables at Gala (30 total tickets); and
- Twenty (20) VIP seating passes for the parade.

PLATINUM: \$10,000+

- Priority recognition at Youth Summit, Celebration Fair or
- Recognition at all events;
- Logo spotlighted on Website;
- Logo spotlighted on Event materials, including Gala program;
- Logo on five (5) banners (3'x5') along parade route;
- Logo recognition on signage in Gala banquet hall and registration area;
- One parade entry fee waived;
- Two (2) tables at Gala (20 total tickets); and
- Ten (10) VIP seating passes for the parade.

GOLD: \$5,000+

- Recognition at Gala and parade;
- Logo recognition on Website;
- Logo recognition on Event materials, including Gala program;
- Logo recognition on five (5) banners (3'x5') along parade route;
- Logo recognition on signage in Gala banquet hall and registration area;
- One parade entry fee waived;
- One (1) table at Gala (10 total tickets); and
- Five (5) VIP seating passes for the parade.

SILVER: \$2,500+

- Recognition at all Events;
- Logo recognition on Website;
- Logo recognition on Event materials;
- Recognition in Gala Program;
- One parade entry fee waived;
- One (1) table at Gala (10 tickets); and
- Five (5) VIP seating passes for the parade.

BRONZE: \$1,000+

- Name recognition on Website;
- Name recognition on Event materials, including Gala program;
- One parade entry fee waived;
- Four (4) tickets to Gala; and
- Five (5) VIP seating passes for the parade.

SUPPORTER: \$250+ (before December 1, 2019)

- Name listed in Gala program as a supporter

ADDITIONAL OPPORTUNITIES:

- Donations to support event execution, such as décor, floral, professional services, etc. with recognition dependent on level and type of donation
- Organizations are invited to inquire about using the Gala and associated events as a venue for scholarship presentation.



Your tax-deductible contribution can be made by check to Communities Foundation of Texas with "Community Project and Events Fund" in the memo line, Tax ID 75-0964565 or donations can be made online at bit.ly/DonateDallasMLK2020.

Note: Funding is being used to support expenses related to MLK Week 2020 and associated events. Funding raised beyond the costs of these events will be used to support scholarships to local youth.

Please submit your logo for inclusion in event materials and collateral to Natashia.Cooper@dallascityhall.com by December 20, 2019.

DR. MARTIN LUTHER KING, JR.

Celebration Week 2020 | Sponsorship Form

Contact Person

Phone

Organization Name (as you would like it listed)

Address

City/State/Zip

Email

Website

I/we would like to sponsor MLK Week 2020 at this level:

- Presenting: \$25,000+
- Platinum: \$10,000+
- Gold: \$5,000+
- Silver: \$2,500+
- Bronze: \$1,000+
- Sponsor Table: \$1,500 *for those that otherwise may not attend*
- Supporter: \$250+ (before December 1, 2019)
- Other: _____

In-kind donations:

- Please contact me about making an in-kind contribution to the Gala, parade or events.
- Please contact me about supporting the scholarship fund or sponsoring a child for educational program participation.

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Contact: Jamel.Slaughter@dallascityhall.com

