

DR. MARTIN LUTHER

KING^{JR.}

CELEBRATION WEEK 2021

January 15 - 23

CITY OF DALLAS

In January 2021, the City of Dallas will host its 39th annual celebration of the life and legacy of Dr. Martin Luther King, Jr. with more than a weeks' worth of events highlighting issues of equity, diversity, and opportunity. The week will include a Candle Lighting Ceremony, Youth Summit, Wreath Laying Ceremony, Job Fair, Equity Symposium, and culminate with the annual Dr. Martin Luther King, Jr. Awards & Scholarship Gala.

SPONSORSHIP LEVELS

Presenting: \$15,000+

Platinum: \$10,000+

Gold: \$5,000+

Silver: \$2,500+

Bronze \$1,000+

Supporter: \$250+

See sponsorship level inclusions inside



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Sponsorship Levels

PRESENTING: \$15,000+ (1 available)

- Spotlight on Virtual Celebration Week Webpage
- Spotlight recognition in Gala Virtual Platform
- Spotlight recognition at each Virtual Event
- Inclusion in Celebration Week press release
- Speaking opportunity to be featured in virtual gala (introduce speaker or another feature)
- Three (3) Virtual “tables” at Gala includes:
 - Four (4) VIP Gala Tickets
 - 26 General Admission Tickets

AND

- Curated exclusive volunteer opportunity for up to 20 (when safe to implement), recognition on Center social media during volunteer opportunity

PLATINUM: \$10,000+ (5 available; one per Event/ First Prize Scholarship)

- Spotlight recognition and speaking opportunity during selected Virtual Event:
 - MLK Celebration Week Opportunity Job Fair
 - MLK Celebration Week Youth Summit Event
 - MLK Celebration Week Equity Symposium

OR

- Opportunity to present First Place Scholarship (2)

PLUS:

- Priority logo recognition at Virtual Gala
- Speaking opportunity to be featured in virtual gala (introduce speaker or another feature)
- Two (2) Virtual “tables” at Gala, includes:
 - Two (2) VIP Gala Tickets
 - 18 General Admission Tickets

AND

- Opportunity for up to 20 volunteers to participate in curated volunteer opportunities and receive recognition on Center social media (when safe to implement)

GOLD: \$5,000+

- Priority logo recognition on Virtual Celebration Week Platform
 - Priority logo recognition at Virtual Gala
- AND
- One (1) virtual “Table” with Ten (10) General Admission Tickets
 - OR
 - Two (2) VIP Gala Tickets

SILVER: \$2,500+

- Logo recognition on Virtual Celebration Week Platform
- One (1) virtual “Table” with 10 General Admission Tickets

BRONZE: \$1,000+

- Name recognition on Virtual Celebration Week Platform
- One (1) Virtual “Table” with ten (10) General Admission Tickets

Supporters: \$250+

- Acknowledgement as contributor to MLK Scholarship Fund (posted to Center Website post event)

Additional Opportunities

- Donations to support event execution will be recognized at agreed upon level based on value of donated items

Note: Funding raised in excess of programming costs will be utilized to support additional scholarships in 2021 and/or 2022, or to support future Celebration Week events

1. *VIP Ticket – Includes all access to Networking Reception (pre-Gala), Gala, Gala Wind-Down, and delivered dessert (only City of Dallas addresses)*
2. *General Admission Ticket – Includes Networking Reception and Gala, random seating at virtual “tables”*
3. *Group Tickets and “Table” purchasing available*



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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 2021 at this level:

- Presenting: \$15,000+
- Platinum: \$10,000+
- Gold: \$5,000+
- Silver: \$2,500+
- Bronze: \$1,000+
- Supporter: \$250+
- Other: _____

In-kind donations:

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

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 <https://bit.ly/MLKWeekDonations>.

Note: Funding is being used to support expenses related to MLK Week 2021 and associated events. Funding raised beyond the costs of these events will be used to support scholarships for local youth.

Please submit your logo for inclusion in event materials and collateral to Natashia.Cooper@dallascityhall.com by January 8, 2021.



City of Dallas