

DR. MARTIN LUTHER KING

**MLK** Jr.

CELEBRATION WEEK

JANUARY 13-19

**REMAINING AWAKE  
THROUGH A  
GREAT  
TRANSFORMATION**

**Sponsorship Opportunities**



Office of Housing  
& Community  
Empowerment

# REMAINING AWAKE THROUGH A GREAT TRANSFORMATION



DR. MARTIN LUTHER KING  
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SERVICE FIRST, NOW!

Dear Community Partner,

On behalf of the City of Dallas, I am honored to invite you to join us in commemorating the life and legacy of Dr. Martin Luther King, Jr. during MLK Week 2026, themed “Remaining Awake Through a Great Transformation.” This theme calls us to reflect on Dr. King’s urgent plea for vigilance in the face of social change and challenges us to remain steadfast in our commitment to empowerment, justice, and opportunity for all.

Each January, the City of Dallas hosts one of the largest and most impactful celebrations of Dr. King’s vision in the nation. MLK Week brings together residents, civic leaders, students, and organizations in a citywide expression of unity, education, and service. From the signature MLK Parade and Scholarship & Awards Gala to community-centered programming and community service, these events not only honor Dr. King’s enduring dream but also advance meaningful action for our community.

Your sponsorship directly fuels these efforts, helping us expand workforce opportunities, invest in youth leadership development, and build bridges of understanding across our diverse neighborhoods. By partnering with the City, your organization demonstrates its dedication to creating a Dallas that embodies the principles of justice, equality, and hope for future generations.

We invite you to review the enclosed sponsorship opportunities and confirm your participation by December 15, 2025. Together, we can ensure that Dr. King’s call to “remain awake” continues to inspire transformative change in our city and beyond.

If you have any questions, please contact Jamel Slaughter, PhD, Program Administrator for the Office of Housing & Community Empowerment, at [jamel.slaughter@dallas.gov](mailto:jamel.slaughter@dallas.gov) or the MLK Community Center, 214-670-8418. Your tax-deductible contribution can be made payable to the City of Dallas – Office of Community Care Fund administered by the Communities Foundation of Texas, Tax ID 75-0964565.

Thank you for your leadership, generosity, and commitment to advancing Dr. King’s legacy. We look forward to partnering with you to make MLK Week 2026 a powerful and memorable celebration.

With gratitude,

Kimberly Bizer Tolbert  
City Manager  
City of Dallas



Scan me



City of Dallas

**Office of Housing  
& Community  
Empowerment**



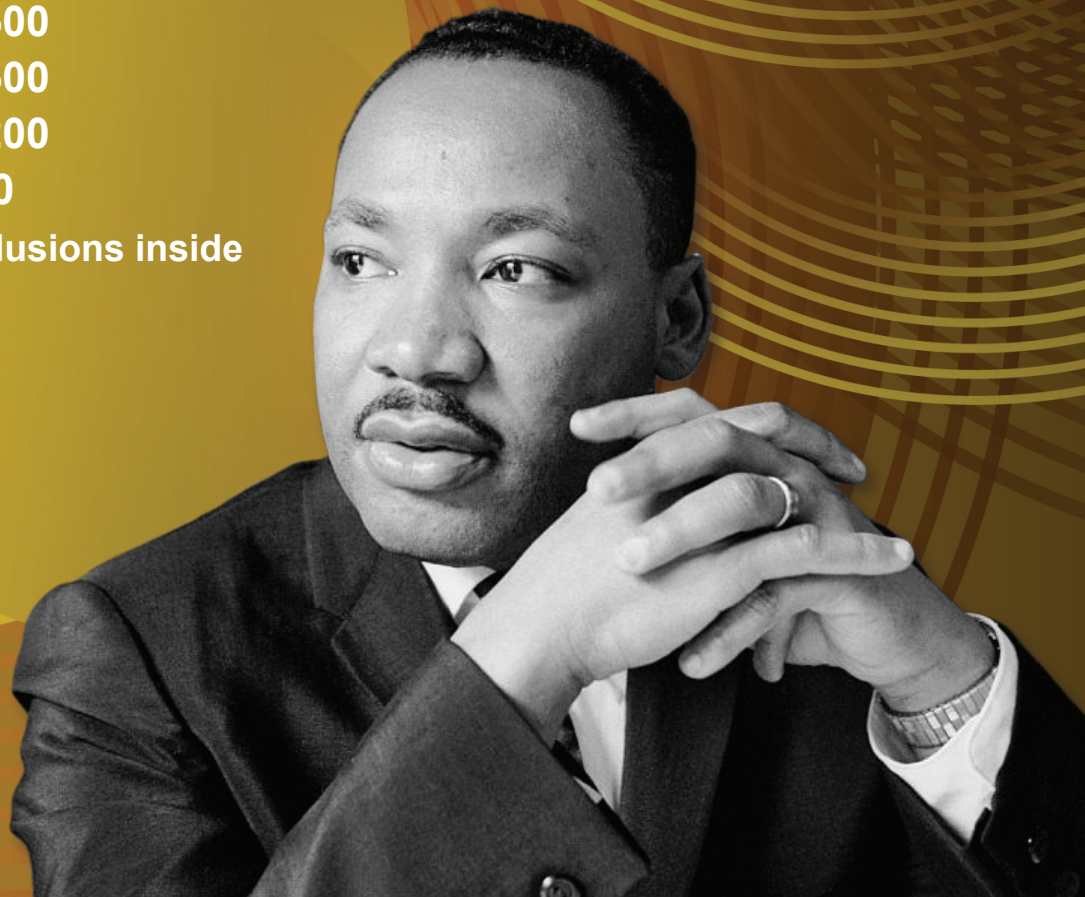
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In January 2026, the City of Dallas will host its annual celebration of the life and legacy of Dr. Martin Luther King, Jr. with a weeks' worth of events highlighting issues of diversity, opportunity, and service. The week embraces remembrance, community, educational and engagement events, including the annual Dr. Martin Luther King, Jr. Scholarship and Awards Gala.

**2026 SPONSORSHIP LEVELS**

Presenting:	\$25,000
Diamond:	\$15,000
Platinum:	\$10,000
Gold:	\$5,000
Silver:	\$3,500
Bronze:	\$2,500
Sponsor Table:	\$2,200
Supporter:	\$250

See sponsorship level inclusions inside



# 2026 MLK Celebration Week Sponsorship Opportunities

Benefits	Presenting \$25,000 (1 available)	Diamond \$15,000	Platinum \$10,000	Gold \$5,000	Silver \$3,500	Bronze \$2,500
Brand recognition on MLK Center social media website	★	★	★	★	★	★
Brand recognition on MLK Week Website	★	★	★	★	★	
Priority brand recognition at Gala	★	★	★	★		
Spotlight on MLK Week Website	★	★				
Spotlight recognition at Gala	★					
Spotlight recognition at every MLK Week Event: Day of Remembrance; Job Fair; Multicultural Symposium; Opportunities Symposium; MLK Fest; Gala	★					
Inclusion in MLK Week press release	★					
Speaking opportunity to be featured in Gala (introduce keynote speaker)	★					
Three front row tables at Gala: 30 tickets	★					
Curated exclusive volunteer opportunity for up to 20 volunteers	★					
Speaking opportunity to be featured in Gala (introduce trailblazer award, first place scholarship award, or community award)		★				
Spotlight recognition at select MLK Week Event: Day of Remembrance; Job Fair; Multicultural Symposium; Opportunities Symposium; MLK Fest; Gala		★	★			
Speaking opportunity during select MLK Week Event: Day of Remembrance; Job Fair; Multicultural Symposium; Opportunities Symposium; MLK Fest; Gala			★			
Two tables at Gala: 20 Gala Tickets		★				
16 Gala Tickets			★			
10 Gala Tickets				★		
6 Gala Tickets					★	
4 Gala Tickets						★

# SPONSORSHIP FORM

DR. MARTIN LUTHER KING  
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JANUARY 12-19

Contact Person \_\_\_\_\_

Phone \_\_\_\_\_

Organization (as you would like it listed) \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Email \_\_\_\_\_

Website \_\_\_\_\_

## I/we would like to sponsor MLK Week 2026 at this level:

- ☐ Presenting: \$25,000+
- ☐ Diamond: \$15,000
- ☐ Platinum: \$10,000
- ☐ Gold: \$5,000
- ☐ Silver: \$3,500
- ☐ Bronze: \$2,500
- ☐ Sponsor Table: \$2,200 (*for those that otherwise may not attend*)
- ☐ Supporter: \$250+ (before Dec. 1)
- ☐ Other Amount: \_\_\_\_\_

## In-kind donations:

- ☐ Please contact me about making an in-kind contribution to the Gala or MLK Celebration Week events.
- ☐ To donate to the MLK Scholarship fund, please scan the below barcode.



Your tax-deductible contribution can be made by check to Communities Foundation of Texas with "Office of Community Care Fund" in the memo line, Tax ID 75-0964565. Or, donations can be made by scanning the barcode.

Note: Funding is being used to support expenses related to MLK Week 2026. Funds raised beyond the costs of these events are used to support scholarships for local youth. Please submit your logo for inclusion in event materials to [Natashia.Cooper@dallas.gov](mailto:Natashia.Cooper@dallas.gov) by Dec. 15, 2025.



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