

DR. MARTIN LUTHER KING JR.

**MLK**

CELEBRATION WEEK

JANUARY 9-15, 2024



**THE IMPOSSIBLE DREAM:**  
ARISE AND PURSUE THE LEGACY

*Sponsorship Opportunities*



Community Care

2023

# DREAM

## THE IMPOSSIBLE DREAM: ARISE AND PURSUE THE LEGACY



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Community Care

Dear Community Partner,

In January 2024, the City of Dallas will host its 42<sup>nd</sup> annual celebration of the life and legacy of Dr. Martin Luther King, Jr. with a week's work of events focused on equity, community and opportunity. This year's theme is **"Dream the Impossible Dream: Arise and Pursue the Legacy."**

The week will culminate with the MLK Day Parade and our MLK Scholarship & Awards Gala in which we award scholarships to recipients of the MLK Essay Contest and present awards to organizations and people that supported the MLK Center and surrounding community in 2023. The Dr. Martin Luther King, Jr. Community Center Advisory Board will also present the fourth annual Trailblazer Award, an award that recognizes those that have used their specific platform to highlight issues and inequities across racial and gender lines.

Your sponsorships help us make MLK Celebration Week events free to the public, except for the MLK Scholarship and Awards Gala (which requires ticket purchase). Sponsorships also allows us the opportunity to provide scholarships to high school seniors, helping offset the rising costs of higher education. Benefits and sponsor levels for MLK Celebration Week events and the MLK Scholarship & Awards Gala are outlined in the attached packet. For MLK Day Parade sponsorship information, please scan:



If you have any questions, please contact Jamel Slaughter, PhD, Program Administrator for the Office of Community Care, 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 – Community Care Projects and Events Fund administered by the Communities Foundation of Texas, Tax ID 75-0964565.

Thank you for your support!

Clara Brown-Trimble, Board Chair  
The MLKJCC Advisory Board

Eddie Elaine Sacks, District 1  
Dr. Zandra Mendenhall, District 2  
Candace Wicks, Vice Chair, District 3  
Ann Williams, District 4

Jonda Mitchell, District 6  
Jessica Jolly, District 7  
Shlawnda T. Celestine, District 8  
Kelly Drake, District 9

Alexis Cook, District 11  
Michael Ross, District 12  
Cannon Brown, District 14  
Betty Hooey, District 15

Clara Brown-Trimble, Board Chair  
District 10

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CELEBRATION WEEK

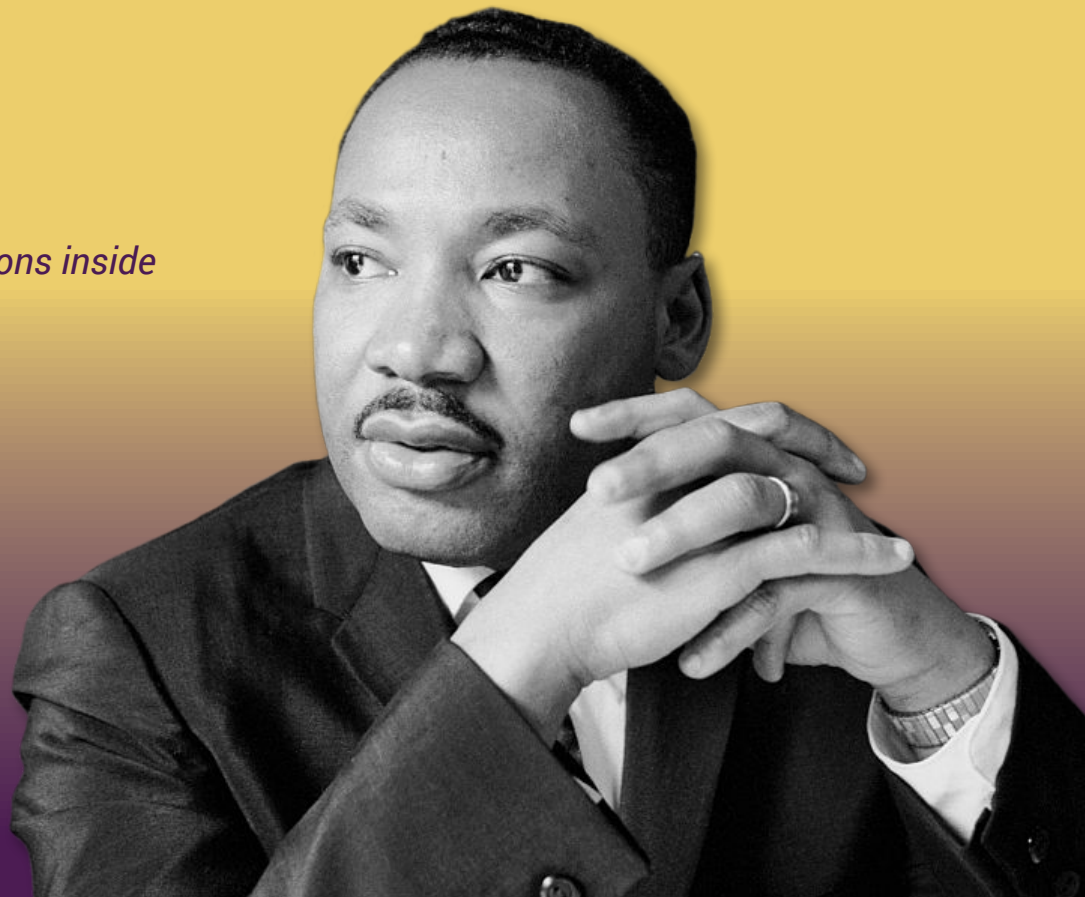
JANUARY 9-15, 2024

In January 2024, 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 equity, diversity and opportunity. The week will include community, educational and engagement events, including the annual Dr. Martin Luther King, Jr. Scholarship and Awards Gala.

## 2024 SPONSORSHIP LEVELS

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

*See sponsorship level inclusions inside*



**Community Care**

# 2024 MLK Celebration Week Sponsorship Opportunities

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

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## Sponsorship Form

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

Phone \_\_\_\_\_

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

Address \_\_\_\_\_

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

Email \_\_\_\_\_

Website \_\_\_\_\_

### I/we would like to sponsor MLK Week 2024 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, 2023)
- 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 "Community Project and Events 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 2024. 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, 2023.

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## THANK YOU TO OUR 2023 SPONSORS!

### PLATINUM SPONSOR



**AT&T**

### GOLD SPONSORS



Dallas Love Field



### SILVER SPONSORS



SMU

### BRONZE SPONSORS



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