

• CITY OF SAN ANTONIO •

DR. MARTIN LUTHER KING, JR.

COMMEMORATIVE MARCH 2019



SPONSORSHIP PACKET

GREETINGS,

The City of San Antonio's Dr. Martin Luther King, Jr. (MLK) Commission and partners have begun planning our City's nationally recognized MLK March. This year, the MLK March is scheduled to take place on **January 21, 2019 at 10a.m.** We are amazed and honored that each year the march grows, and currently there are over **300,000** participants.

Some of the major efforts the MLK Commission fundraises for are the Annual Scholarship Fund and the MLK March events. Scholarships have been awarded to Bexar County students in their first year of college. However, there is a rise in the cost of a college education and as a Commission we desire to increase our ability to help students within our communities. It is our goal to award more scholarships each year to enable students to complete their educational endeavors.

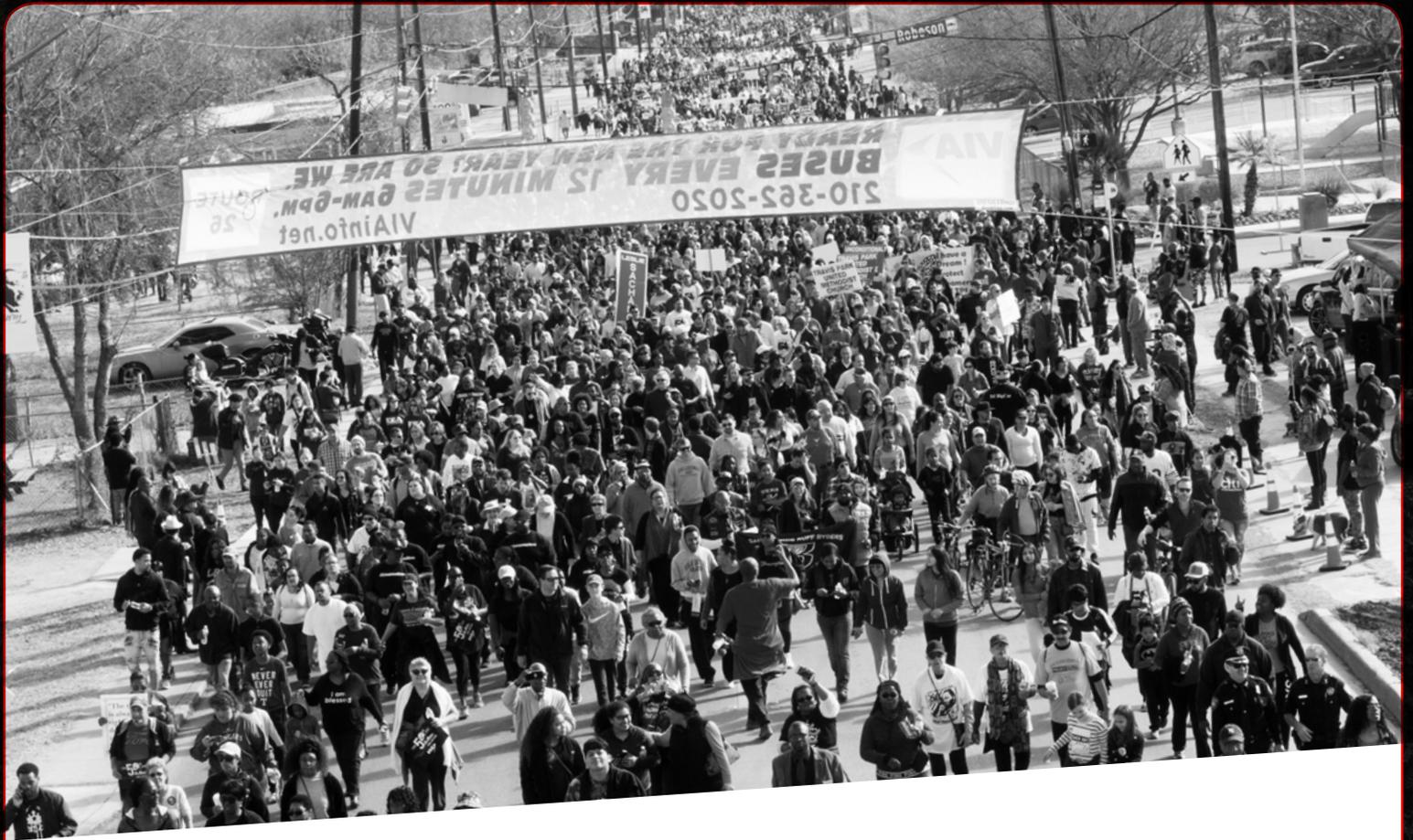
Therefore, we ask that you consider donating to the "The Dr. Martin Luther King, Jr. Scholarship Foundation" and MLK March fund which helps cover operating costs. We would like the Foundation to maintain \$1 Million annually, to continue awarding scholarships to graduating seniors. There are many opportunities to partner with the MLK Commission and the march. We welcome and encourage your organization to participate.

Since this momentous event is rapidly approaching, a Commission representative will contact you regarding your contribution. We will need your commitment before December 1, 2018 to list your organization or you in the 2019 MLK March Program.

Thank you in advance for your cooperation and support of this worthy cause. If you have any questions, please call (210) 207-5641 or (210) 207-2509.

NATHANIEL W. DAVIS

Chairman | San Antonio MLK Commission



HISTORY

The MLK Commission was established in 1987 to have a joint City and County Commission effort to plan the activities for the Dr. Martin Luther King, Jr. Birthday Celebration for future years to come. The mission of the MLK Commission is to promote the understanding and acceptance of nonviolence and human equality as a way of building community among all citizens of San Antonio and across the United States.

The MLK celebration includes approximately 300,000 participants, and over 1,000 volunteers. Our march is recognized as the largest commemorative march in the nation, and brings together people from all races honoring the legacy of Dr. Martin Luther King, Jr.

We invite you to become part of this exciting and memorable event along with the City of San Antonio in helping to honor Dr. King's passionate pursuit of equality and justice.

PREVIOUS SPEAKERS & PERFORMERS



Mary Frances Berry
- 2011 -



Earnest Pugh
- 2011 -



Martin Luther King, III
- 2012 -



Rev/Dr. Jamal Harrison Bryant
- 2014 -



Joe Ligon & Mighty Clouds
- 2015 -



Dr. Marcus D. Cosby
- 2015 -



Jeremy Green
- 2016 -



Hill Harper
- 2016 -



David Banner
- 2017 -



Jidenna
- 2017 -



Kathleen Cleaver
- 2018 -



Roland Martin
- 2018 -

SPONSORSHIP PACKAGES 2019

DRUM MAJOR | \$50K EXCLUSIVE PACKAGE

- Advertisement | Mentions during all TV, Radio, Live Interviews and Newspapers
- Mentioned on live TV during MLK Commemorative Program
- Company representative will present all certificates and awards given by the MLK Commission
- Company logo on all program signage (i.e. Banners, posters, flyers, website and social media)
- Company Banner placed prominently in staging area
- 1 Page Ad in Commemorative Booklet (30,000 copies distributed)
- MLK Golf Tournament 2 Team (8) Players
- 20 Official MLK T-Shirts
- 2 appearances by MLK Commissioner & City Councilman
- 6 VIP Passes to MLK March Event on January 21, 2019

DREAM KEEPER | \$25K

- Company logo on all program signage (i.e. Banners, posters, flyers, website and social media)
- Company Banner placed prominently around staging area
- 1 Page Ad in Commemorative Booklet (30,000 copies distributed)
- MLK Golf Tournament 1 Team (4) Players
- 10 MLK T-Shirts
- 1 appearance by MLK Commissioner & City Councilman
- 6 VIP Passes to MLK March Event on January 21, 2019

FREEDOM MARCHER | \$10K

- Company logo on all program signage (i.e. Banners, posters, flyers, website and social media)
- Company Banner placed prominently around staging area
- MLK Golf Tournament 1 Team (4) Players
- 10 MLK T-Shirts
- 4 VIP Passes to MLK March Event on January 21, 2019

PEACE KEEPER | \$5K

- Company Banner placed prominently at MLK March
- MLK Golf Tournament 1 Team (4) Players
- 6 MLK T-Shirts
- 4 VIP Passes to MLK March Event on January 21, 2019

REVEREND CALLIES SUPPORTER | \$1K

- MLK Golf Tournament 1 Team (4) Players
- 6 MLK T-Shirts
- 4 VIP Passes to MLK March Event on January 21, 2019

We invite you or your organization to take advantage of this incredible opportunity to be a part of San Antonio history. Make checks payable to the Dr. Martin Luther King Jr. Commission. Donations are tax deductible. Thank you in advance for your energy and excitement about the possibilities that lie ahead.

For questions regarding financial matters, please call (210) 207-2066 or (210) 207- 6502

CHECKS PAYABLE:

CITY OF SAN ANTONIO DR. MARTIN LUTHER KING JR. COMMISSION

City of San Antonio MLK Commission
Attn: Dr. Mike Etienne - Neighborhood & Housing Services Department
Office PO Box 839966
San Antonio, TX 78283

“
LET FREEDOM RING
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— *Dr. Martin Luther King, Jr.*