

• CITY OF SAN ANTONIO •

DR. MARTIN LUTHER KING, JR.



SPONSORSHIP PACKET

Dear Community Partners,

The Dr. Martin Luther King, Jr. Commission of the City of San Antonio cordially invites you to join us in honoring the life and legacy of Dr. Martin Luther King, Jr. at our annual MLK March on January 19, 2026. Together we will walk in the spirit of justice, peace, and unity, carrying forward the dream he so powerfully shared with the world. We march not only to remember, but to continue the work, and your presence at the MLK Commission's Commemorative Events will help us celebrate and recognize the contributions of Dr. Martin Luther King, Jr. In his memory, we rise. In his legacy, we act. In his spirit, we march.

The MLK March, initiated by Reverend R. A. Callies and other local activists, has now become the largest commemorative march in the nation. Therefore, as we walk with gratitude for Dr. King's courage, his vision, and his dream of justice, equality, and peace, we walk for freedom. The community has selected our 2026 Commemorative Theme: Diversity Unites Us - Love Leads Us & Action Propels Us!

As we approach the 40th Anniversary of the San Antonio MLK Commission, the 2025–2026 Fundraising Committee is working to thoughtfully memorialize the Commission's origins and the leaders who made this work possible. This year, we are introducing three named sponsorship levels to honor San Antonio icons: Henry Cisneros – \$15,000; Joe Webb Sr. – \$10,000; and Aaronetta Pierce – \$5,000. In addition, we are offering new levels at \$75,000 and \$35,000, alongside our traditional sponsorship opportunities.

We are seeking official sponsors to support and partner with us for this year's 2026 March. Please see the attachment, which outlines our sponsorship levels and benefits. Please complete the online form for sponsorship by **Monday, November 14, 2025**. All ads and logos must be submitted by ***November 14th*** to be included in the Commemorative Booklet.

With your support, the City of San Antonio's Dr. Martin Luther King Jr. Scholarship Fund can build a brighter future for our youth. We are organizing events around the city to promote this cause, including a Youth Empowerment Summit, an Interfaith Worship Service, a Wreath Laying Ceremony, an Art Contest, a blood drive, and an awards banquet to recognize our supporters and community award winners. Our goal is to exceed the number of scholarships given in the past, and we need your support to make it happen. Please join us in creating a better future for our youth by moving the dream forward.

With Gratitude and Appreciation,

ANGELA JOLIVETTE

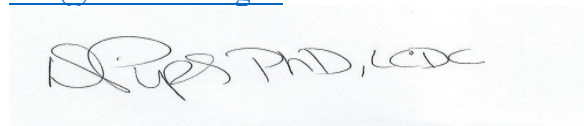
Fundraising Chair



DR. DOSHIE PIPER

Chairman, San Antonio MLK Commission

mlk@sanantonio.gov

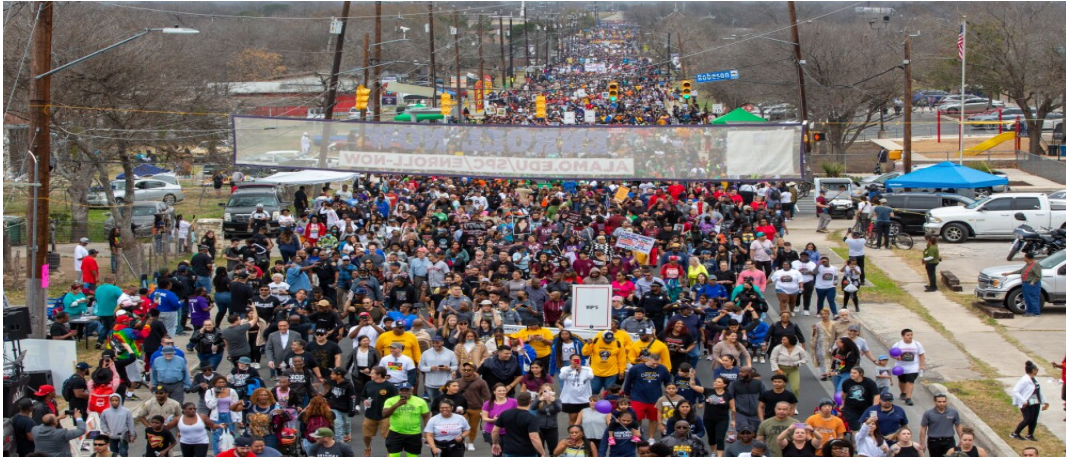


JALEN MCKEE-RODRIGUEZ

District 2 Councilman

alicia.williams@sanantonio.gov

HISTORY



The San Antonio Dr. Martin Luther King, Jr. Commission was established in April 1986, and the first official MLK March was held on January 19, 1987. The Commission was established to plan and promote activities annually in honor of Dr. King's birthday and legacy.

The March itself was initiated through the leadership and vision of Reverend R.A. Callies, along with community leaders and activists who sought to keep Dr. King's dream alive in San Antonio. Rev. Callies' commitment to justice, equity, and community mobilization laid the foundation for what has become a nationally recognized event.

Since 2011, the City of San Antonio has further solidified its mission through the MLK Commission, which works to promote nonviolence, human equality, and community building among all citizens of San Antonio and beyond.

Today, the MLK March draws approximately 300,000 participants and over 1,000 volunteers annually. It is recognized as the largest commemorative march in the nation, uniting people of all races, religions, creeds, and backgrounds to honor the life and legacy of Dr. Martin Luther King Jr.

We invite you to join us in this historic and meaningful tradition, as we continue to celebrate Dr. King's passionate pursuit of equality, justice, and peace.

SPONSORSHIP PACKAGES

Dr. Martin Luther King, Jr. Visionary Sponsor – \$100,000

- Mentioned on live TV during the MLK Commemorative Program
- Digital billboard advertisement throughout the City of San Antonio
- Acknowledgment during the event's opening and closing remarks
- Invitation to the MLK Commission *Voices of the Dream Celebration* (reserved table of 8)
- Coordinated appearance by the MLK Commission Chair or designee at your organization's events
- Complimentary vendor booth at the Commemorative Program & Youth Event
- Featured recognition in all event marketing (print, digital, social media)
- Company banner displayed in the staging area at the Commemorative Program
- Company name on wreath at the Wreath-Laying Ceremony (reserved seats included)
- 2-page center ad in the Commemorative Booklet (30,000 copies distributed)
- 50 official MLK March T-shirts
- 10 VIP passes for Commemorative Program seating and Hospitality Suite access
- Reserved seats at the MLK Trinity Lecture Series
- Placement near the front of the March in the Sponsors' Section
- Option to provide branded items for attendees

Drum Major Sponsor – \$75,000

- Mentioned on live TV during the MLK Commemorative Program
- Digital billboard advertisement throughout the City of San Antonio
- Acknowledgment during the event's opening and closing remarks
- Invitation to the MLK Commission *Voices of the Dream Celebration* (reserved table of 8)
- Coordinated appearance by the MLK Commission Chair or designee at your organization's events
- Complimentary vendor booth at the Commemorative Program & Youth Event
- Featured recognition in all event marketing (print, digital, social media)
- Company banner displayed in the staging area at the Commemorative Program
- Company name on wreath at the Wreath-Laying Ceremony (reserved seats included)
- 1-page ad in the Commemorative Booklet (30,000 copies distributed)
- 45 official MLK March T-shirts
- 8 VIP passes for Commemorative Program seating and Hospitality Suite access
- Reserved seats at the MLK Trinity Lecture Series
- Placement near the front of the March in the Sponsors' Section
- Option to provide branded items for attendees

Dream Keeper Sponsor – \$50,000

- Mentioned on live TV during the MLK Commemorative Program
 - Digital billboard advertisement throughout the City of San Antonio
 - Acknowledgment during the event's opening and closing remarks
 - Invitation to the MLK Commission Voices of the Dream Celebration (reserved table of 8)
 - Coordinated appearance by the MLK Commission Chair or designee at your organization's events
 - Complimentary vendor booth at the Commemorative Program & Youth Event
 - Featured recognition in all event marketing (print, digital, social media)
 - Company banner displayed in the staging area at the Commemorative Program
 - Company name on wreath at the Wreath-Laying Ceremony (reserved seats included)
 - 1-page ad in the Commemorative Booklet (30,000 copies distributed)
 - 35 official MLK March T-shirts
 - 7 VIP passes for Commemorative Program seating and Hospitality Suite access
 - Reserved seats at the MLK Trinity Lecture Series
 - Placement near the front of the March in the Sponsors' Section
 - Option to provide branded items for attendees
-

Freedom Rider Sponsor – \$35,000

- Invitation to the MLK Commission *Voices of the Dream Celebration* (reserved table of 8)
- Complimentary vendor booth at the Commemorative Program & Youth Event
- Featured recognition in all event marketing (print, digital, social media)
- Company banner displayed in the staging area at the Commemorative Program
- Company name on wreath at the Wreath-Laying Ceremony (reserved seats included)
- ½-page ad in the Commemorative Booklet (30,000 copies distributed)
- 30 official MLK March T-shirts
- 6 VIP passes for Commemorative Program seating and Hospitality Suite access
- Reserved seats at the MLK Trinity Lecture Series
- Placement near the front of the March in the Sponsors' Section
- Option to provide branded items for attendees

Rev. R.A. Callies Trailblazer Sponsor – \$25,000

- Invitation to the MLK Commission *Voices of the Dream Celebration* (reserved table of 8)
 - Complimentary vendor booth at the Commemorative Program & Youth Event
 - Featured recognition in all event marketing (print, digital, social media)
 - Company banner displayed in the staging area at the Commemorative Program
 - Company name on wreath at the Wreath-Laying Ceremony (reserved seats included)
 - ½-page ad in the Commemorative Booklet (30,000 copies distributed)
 - 25 official MLK March T-shirts
 - 5 VIP passes for Commemorative Program seating and Hospitality Suite access
 - Reserved seats at the MLK Trinity Lecture Series
 - Placement near the front of the March in the Sponsors' Section
 - Option to provide branded items for attendees
-

Henry Cisneros Foundational Sponsor – \$15,000

- Invitation to the MLK Commission *Voices of the Dream Celebration* (6 tickets)
 - Complimentary vendor booth at the Commemorative Program & Youth Event
 - Featured recognition in all event marketing (print, digital, social media)
 - Company banner displayed in the staging area at the Commemorative Program
 - Company name on wreath at the Wreath-Laying Ceremony (reserved seats included)
 - ½-page ad in the Commemorative Booklet (30,000 copies distributed)
 - 20 official MLK March T-shirts
 - 5 VIP passes for Commemorative Program seating and Hospitality Suite access
 - Placement near the front of the March in the Sponsors' Section
 - Option to provide branded items for attendees
-

Joe Webb Sr. Champion of Equity Sponsor – \$10,000

- Invitation to the MLK Commission *Voices of the Dream Celebration* (4 tickets)
- Complimentary vendor booth at the Commemorative Program & Youth Event
- Featured recognition in all event marketing (print, digital, social media)
- Company banner displayed in the staging area at the Commemorative Program
- Company name on wreath at the Wreath-Laying Ceremony (reserved seats included)
- ¼-page ad in the Commemorative Booklet (30,000 copies distributed)
- 15 official MLK March T-shirts
- 4 VIP passes for Commemorative Program seating and Hospitality Suite access
- Placement near the front of the March in the Sponsors' Section

Aaronetta Pierce Community Advocate Sponsor – \$5,000

- Invitation to the MLK Commission *Voices of the Dream Celebration* (3 tickets)
 - Complimentary vendor booth at the Commemorative Program & Youth Event
 - Featured recognition in all event marketing (print, digital, social media)
 - Company banner displayed in the staging area at the Commemorative Program
 - Company name on wreath at the Wreath-Laying Ceremony (reserved seats included)
 - ¼-page ad in the Commemorative Booklet (30,000 copies distributed)
 - 12 official MLK T-shirts
 - 3 VIP passes for Commemorative Program seating and Hospitality Suite access.
 - Placement near the front of the March in the Sponsors' Section
-

Peacekeeper Sponsor – \$2,500

- Invitation to the MLK Commission *Voices of the Dream Celebration* (3 tickets)
 - Recognition in print marketing
 - Company name on wreath at the Wreath-Laying Ceremony
 - Business card-size ad in the Commemorative Booklet (30,000 copies distributed)
 - 10 official MLK March T-shirts
 - 2 VIP passes for the MLK March and Hospitality Suite access
 - Placement near the front of the March in the Sponsors' Section
-

Voice of the Voiceless Sponsor – \$1,000

- Invitation to the MLK Commission *Voices of the Dream Celebration* (2 Tickets)
- Logo in the Commemorative Booklet (30,000 copies distributed)
- 10 official MLK March T-shirts
- 2 VIP passes for the MLK March and Hospitality Suite access
- Placement of one advertisement sign along the march route (subject to availability)
- Placement near the front of the March in the Sponsors' Section

Bridge Builders – Community Donors (\$100–\$999)

- Names and giving levels listed in the Commemorative Program Booklet
- Invitation to the MLK Commission *Voices of the Dream Celebration* (2 Tickets)
- Logo in the Commemorative Booklet (30,000 copies distributed)
- Official MLK March T-shirts (limited number)
- Placement near the front of the March in the Sponsors' Section



Important Instructions for Sponsors

- **Coordination of Appearances**

Appearances by the MLK Commission Chair or a Commission Member are subject to availability and require at least **7 days' advance notice**. Appearances are limited to **February 1 through June 18, 2026 (after the 2026 March)**.

- **Sponsor Placement in March**

Sponsors will be lined up in the **Sponsors' Section of the March according to sponsorship level** – from highest to lowest.

- **Voices of the Dream Celebration**

Additional seats for the *Voices of the Dream Celebration* may be purchased at a later date. More information will be provided soon.

- **Deadlines**

- Sponsorship Sign-Up Deadline: **November 14, 2025**

- Ads & Logos Due: **November 14, 2025**

We encourage sponsors to include **QR codes or website links** in their ads so participants can engage more deeply with your company.

Ways to Pay

Checks or Cashier's Checks Payable To:

City of San Antonio Dr. Martin Luther King Jr. Commission

For ACH Instructions:

Please email angela.jolivette1@gmail.com

In Person:

City Manager's Office
Attn: Joe Frank Picazo
100 Military Plaza
San Antonio, TX 78205

By Mail:

City of San Antonio MLK Commission
Attn: Joe Frank Picazo, City Manager's Office
P.O. Box 839966
San Antonio, TX 78283

**THE FUNCTION OF
EDUCATION
IS TO TEACH ONE TO THINK
INTENSIVELY**

— AND TO THINK —

CRITICALLY

**INTELLIGENCE PLUS CHARACTER—
THAT IS THE GOAL OF TRUE EDUCATION.**



For additional information on the MLK March and the MLK Commission, please visit SanAntonio.gov/MLK