

• CITY OF SAN ANTONIO •

# DR. MARTIN LUTHER KING, JR.

COMMEMORATIVE MARCH 2024



SPONSORSHIP PACKET

# TODAY, TOMORROW AND OUR FUTURE

Dear Community Partners,

The Dr. Martin Luther King, Jr. Commission of the City of San Antonio cordially invites you to join in the 2024 City of San Antonio Martin Luther King, Jr Commission's Commemorative Events, including the 37th annual MLK March on January 15, 2024. We look forward to celebrating the life and legacy of Dr. King and recognizing his tremendous impact on our community. We are looking forward to the planning and execution of the largest commemorative march in the nation to honor the continuing legacy of Dr. Martin Luther King, Jr.

Initiated by Reverend R. A. Callies, the March stands as an annual legacy in our City of San Antonio to keep the dream alive today, tomorrow, and for future generations to come. The MLK March brings together people from all races, creed, religion, and identities to honor the legacy of Dr. King. In a time of great strife across this nation and the world, it is important now more than ever that we celebrate our unity, diversity, and tenacity as a community at this most auspicious of events.

We are asking for official sponsors to support and collaborate for this year's 2024 March! Please see the attachment where we have outlined sponsorship levels and benefits. We are including a Sponsorship Level description page and form to be completed and submitted no later than Sunday, November 1, 2023.

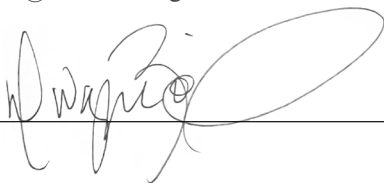
With your help, the City of San Antonio's Dr. Martin Luther King Jr. Scholarship Fund can help our youth build a brighter future. We are organizing events around the city to promote this cause, including a Youth Empowerment Summit, an Interfaith Worship Service, a Wreath Laying Ceremony, an Art Competition, a blood drive, and an awards banquet to recognize our sponsors. Our goal is to award more scholarships than ever this year, and we need your support to make it happen. Please join us in creating a better tomorrow for our youth.

If you have any questions, please contact Ananda Tomas, our the MLK Commission Fundraising Chair, at (210) 549-6439 or email: [mlk@sanantonio.gov](mailto:mlk@sanantonio.gov)

Sincerely,  
ANANDA TOMAS  
Fundraising Chair

*Ananda Tomas*

DWAYNE ROBINSON  
Chairman, San Antonio MLK Commission  
[mlk@sanantonio.gov](mailto:mlk@sanantonio.gov)



JALEN MCKEE-RODRIGUEZ  
District 2 Councilman  
[LeReta.Gatlin-McDavid@sanantonio.gov](mailto:LeReta.Gatlin-McDavid@sanantonio.gov)







## **HISTORY**

The MLK Commission, established in 1987, strives to plan activities for the Dr. Martin Luther King, Jr. Birthday Celebration each year. Since 2011, the City of San Antonio has made it their mission to use the MLK Commission to promote nonviolence, human equality, and the building of community among all citizens of San Antonio and beyond.

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.

# SPONSORSHIP PACKAGES

## CIVIL RIGHTS FIGHTER | \$100K EXCLUSIVE PACKAGE

- Advertisement | Mentions during all TV, Radio, Live Interviews and Newspapers
- Mentioned on live TV during MLK Commemorative Program
- Invitation to the MLK Commission Awards Banquet
- Complimentary vendor booth
- Company logo on all program signage(Banners, posters, video, flyers, website and social media)
- Company banner placed prominently in staging area at the Commemorative Program Event
- Company name on wreath at Wreath Laying Ceremony
- 2 Page Ad in Commemorative Booklet (30,000 copies distributed)
- 50 Official MLK T-Shirts
- 2 appearances by MLK Commissioner & City Councilman
- 30 VIP Passes to Commemorative Program seating and entry into Hospitality Suite with Pass

## DRUM MAJOR | \$50K

- Advertisement | Mentions during all TV, Radio, Live Interviews and Newspapers
- Mentioned on live TV during MLK Commemorative Program
- Invitation to the MLK Commission Awards Banquet
- Company logo on all program signage (i.e. Banners, posters, video, flyers, website and social media)
- Complimentary vendor booth
- Company banner placed prominently in staging area at the Commemorative Program Event
- Company name on wreath at the Wreath Laying Ceremony
- 1 Page Ad in Commemorative Booklet (30,000 copies distributed)
- 30 Official MLK T-Shirts
- 2 appearances by MLK Commissioner & City Councilman
- 15 VIP Passes to Commemorative Program seating and entry into Hospitality Suite with Pass

## DREAM KEEPER | \$25K

- Company logo on all program signage (i.e. Banners, posters, video, flyers, website and social media)
- Complimentary vendor booth, company Banner placed prominently around staging area
- Invitation to the MLK Commission Awards Banquet
- 1/2 Page Ad in Commemorative Booklet (30,000 copies distributed)
- Company banner placed prominently in staging area at the MLK Commemorative Program
- Company name on wreath at the Wreath Laying Ceremony
- 15 MLK T- Shirts
- 1 appearance by MLK Commissioner & City Councilman
- 10 VIP Passes to Commemorative Program seating and entry into Hospitality Suite with Pass

## FREEDOM MARCHER | \$15K

- Complimentary vendor booth
- Company logo on all program signage (i.e. Banners, posters, video, flyers, website and social media)
- Invitation to the MLK Commission Awards Banquet
- Company banner placed prominently in staging area at the MLK Commemorative Program
- Company name on wreath
- 10 MLK T -Shirts
- 8 VIP Passes to Commemorative Program seating and entry into Hospitality Suite with Pass
- 1/2 page ad in Commemorative Booklet

# SPONSORSHIP PACKAGES

## PEACE KEEPER | \$10K

- Complimentary vendor booth and company Banner placed prominently at MLK March
- Invitation to MLK Commission Awards Banquet
- 8 MLK T- Shirts
- 6 VIP Passes to MLK March Event on January 15, 2024
- 1/4 page ad in Commemorative Booklet
- Company name on wreath at Wreath Laying Ceremony
- Logo presentation on 1 banner/poster along the march route

## REVEREND CALLIES SUPPORTER | \$5K

- Complimentary vendor booth
- Invitation to the MLK Commission Awards Banquet
- 6 MLK T- Shirts
- Company name on wreath at Wreath Laying Ceremony
- 4 VIP Passes to MLK March Event on January 15, 2024
- 1 business card size ad in the Commemorative Booklet

## JUSTICE PROTECTOR | \$2500

- Complimentary vendor booth
- Invitation to MLK Commission Awards Banquet
- 4 MLK T- Shirts
- Company name on wreath at Wreath Laying Ceremony
- 2 VIP Passes to MLK March Event on January 15, 2024
- 1 business card size ad in the Commemorative Booklet

## MARIO SALAS SUPPORTER | \$1000

- Invitation to the MLK Commission Awards Banquet
- 2 MLK T-Shirts
- 1 VIP Pass to MLK March Event on January 15, 2024
- 1 business card size ad in the Commemorative Booklet

## COMMUNITY ADVOCATE | \$500

- Invitation to the MLK Commission Awards Banquet
- 1 MLK T-Shirt
- 1 business card size ad in the Commemorative Booklet

# SPONSORSHIP FORM 2024

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

Phone: \_\_\_\_\_

Organization Name (as you would like listed): \_\_\_\_\_

Address: \_\_\_\_\_

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

Email: \_\_\_\_\_

I/we would like to sponsor MLK Week 2024 at this level:

- |  |   |
|--|---|
| <input type="radio"/> CIVIL RIGHTS FIGHTER \$100,000 | <input type="radio"/> REVEREND CALLIES \$5,000  |
| <input type="radio"/> DRUM MAJOR \$50,000            | <input type="radio"/> JUSTICE PROTECTOR \$2,500 |
| <input type="radio"/> DREAM KEEPER \$25,000          | <input type="radio"/> MARIO SALAS \$1,000       |
| <input type="radio"/> FREEDOM MARCHER \$15,000       | <input type="radio"/> COMMUNITY ADVOCATE \$500  |
| <input type="radio"/> PEACE KEEPER \$10,000          |   |

If you'd like to split your contribution, please specify the amounts below: Amount to Scholarship

Fund: \$\_\_\_\_\_

Amount to associated MLK Events: \$\_\_\_\_\_

Total Amount: \$\_\_\_\_\_

In-kind donations:

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

## CHECKS PAYABLE:

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

### MAIL TO:

City of San Antonio MLK Commission  
Attn: John Peterek, City Manager's Office  
Office PO Box 839966  
San Antonio, TX 78283

### IN PERSON:

City Manager's Office  
Attn: John Peterek  
100 Military Plaza  
San Antonio, TX 78205



**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](http://SanAntonio.gov/MLK)