KING
THE URGENCY OF CREATING THE BELIEVED COMMUNITY
As our nation grapples with a COVID-19 and racial justice, the work of The King Center, and our mission-aligned partners, is critically important to turning the tide and transforming our world. Now is the time for us to organize our strengths into compelling power to ensure we construct solutions for those disproportionately affected by coronavirus and systemic racism. However, we cannot do it without the support and assistance of individuals and organizations like you. Our theme: The Urgency of Creating the Beloved Community is a call to all for all corporations, organizations, leaders, and individuals to commit to doing their part to creating a more just, human, equitable, peaceful and sustainable world.

Please make your pledge or contribution today and together let us “Create the Beloved Community”.

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**SPONSORSHIP OPPORTUNITIES**

**PREMIER KING HOLIDAY OBSERVANCE (KHO) SPONSOR: $100,000**

- Recognition as a premier partner with logo/link on marketing materials and digital platforms
- Verbal acknowledgement and recognition as a premier sponsor during all KHO activities
- Opportunity for remarks at the Beloved Community Awards and Press Conference
- Opportunity for eight (8) employees to attend the Nonviolence365® Training
- Private virtual fireside chat with two-three senior level executives from your company
- Facebook/Twitter Postings Highlighting 2021 KHO Sponsorship
- :30-:60 Second Remarks or Video (Ad) played during Beloved Community Awards
- Co-branded logos on collateral marketing and publicity materials
- High brand placement multiple times during Beloved Community Summit, Beloved Community Awards and Beloved Community Commemorative Service
- Full Page Statement (Color) in Beloved Community Awards Program Booklet w/logo
- Full Page Ad (Color) in Beloved Community Commemorative Service Program
- Mention in 2021 King Holiday Observance press releases
- Sponsorship listing with Company Logo on The King Center Website
- Name and logo listed on screen as a Premier Sponsor during the Beloved Community Summit, Beloved Community Awards, and Beloved Community Commemorative Service
- Name and logo listed in 2021 King Holiday Observance Virtual Program Book
- Opportunity to provide virtual swag item/coupon for attendees
SPONSORSHIP OPPORTUNITIES

BELOVED COMMUNITY SPONSOR: $75,000

• Opportunity for remarks at the Press Conference
• Opportunity for six (6) employees to attend the Nonviolence365® Training
• Private virtual fireside chat with two-three senior level executives from your company
• Facebook/Twitter Postings Highlighting 2021 KHO Sponsorship
• :30-:60 Second Remarks or Video (Ad) played during Beloved Community Awards
• Co-branded logos on collateral marketing and publicity materials
• High brand placement multiple times during Beloved Community Summit, Beloved Community Awards and Beloved Community Commemorative Service
• Logo Placement on The King Center Website Highlighting Sponsorship with Link to Company’s website
• Full Page Statement (Color) in Beloved Community Awards Program Booklet w/logo
• Full Page Ad (Color) in Beloved Community Commemorative Service Program
• Mention in 2021 King Holiday Observance press releases
• Sponsorship listing with Company Logo on The King Center Website
• Name and logo listed on screen as a Beloved Community Sponsor during the Beloved Community Summit, Beloved Community Awards, and Beloved Community Commemorative Service
• Name and logo listed in 2021 King Holiday Observance Virtual Program Book
• Opportunity to provide virtual swag item/coupon for attendees

DREAM SPONSOR: $50,000

• Private virtual fireside chat with two-three senior level executives from your company
• Facebook/Twitter Postings Highlighting 2021 KHO Sponsorship
• :30-:60 Second Remarks or Video (Ad) played during Beloved Community Awards
• Co-branded logos on collateral marketing and publicity materials
• Prominent brand placement multiple times during Beloved Community Summit, Beloved Community Awards and Beloved Community Commemorative Service
• Logo Placement on The King Center Website Highlighting Sponsorship with Link to Company’s website
• Full Page Statement (Color) in Beloved Community Awards Program Booklet w/logo
• Full Page Ad (Color) in Beloved Community Commemorative Service Program
• Mention in 2021 King Holiday Observance press releases
• Sponsorship listing with Company Logo on The King Center Website
• Name and logo listed on screen as a Dream Sponsor during the Beloved Community Summit, Beloved Community Awards, and Beloved Community Commemorative Service
• Name and logo listed in 2021 King Holiday Observance Virtual Program Book
• Opportunity to provide virtual swag item/coupon for attendees
SPONSORSHIP OPPORTUNITIES

SIGNATURE SPONSOR: $25,000

• Logo Placement on The King Center Website Highlighting Sponsorship with Link to Company’s website
• 1/2 Page Statement (Color) in Beloved Community Awards Program Booklet w/logo
• 1/2 Page Ad (Color) in Beloved Community Commemorative Service Program
• Mention in 2021 King Holiday Observance press releases
• Sponsorship listing with Company Logo on The King Center Website
• Name and logo listed on screen as a Signature Sponsor during the Beloved Community Summit, Beloved Community Awards, and Beloved Community Commemorative Service
• Name and logo listed in 2021 King Holiday Observance Virtual Program Book
• Opportunity to provide virtual swag item/coupon for attendees

HOST SPONSOR: $15,000

• Sponsorship listing with Company Logo on The King Center Website
• Name and logo listed on screen as a Host Sponsor during the Beloved Community Summit, Beloved Community Awards, and Beloved Community Commemorative Service
• Name and logo listed in 2021 King Holiday Observance Virtual Program Book
• Opportunity to provide virtual swag item/coupon for attendees

CORPORATE SPONSOR: $5,000

• Sponsorship listing with Company Logo on The King Center Website
• Name listed on screen as a Corporate Sponsor during the Beloved Community Summit, Beloved Community Awards, and Beloved Community Commemorative Service
• Name and logo listed in 2021 King Holiday Observance Virtual Program Book
SPONSORSHIP ACCEPTANCE FORM

Company Name: _____________________________________________________________________________________

(Please Print Clearly)

Highest Ranking Official: _____________________________________________________________________________
Position: _________________________________________________________________________________________

All official correspondence will be sent to the person and contact information listed above unless otherwise noted

Name: ____________________________________________________________________________________________
Address: _________________________________________________________________________________________
Direct Contact: ___________________________________________________________________________________
Position: _________________________________________________________________________________________

(Name maybe different from above)
Name: ____________________________________________________________________________________________
Phone: __________________ Fax: __________________
Email: __________________________________________________________________________________________

Contact Person Signature: __________________________________________________________________________

I would like to donate: $ _______________________ Additional Support Offered: ___________________________

LEVEL OF SPONSORSHIP

- Premier King Holiday Observance (KHO) Sponsor: $100,000
- Beloved Community Sponsor: $75,000
- Dream Sponsor: $50,000
- Signature Sponsor: $25,000
- Host Sponsor: $15,000
- Corporate Sponsor: $5,000

CREDIT CARD INFORMATION

- Visa
- MasterCard
- American Express
- Discover

Name as it appears on credit card: ________________________________
Card Number: ____________________________
Exp. Date: ____________________________ CSV # ____________________________
Billing Address: ____________________________ Billing Zip Code: ____________
Signature: ______________________________________________________________________________________

DETAILS FOR ACKNOWLEDGMENT - IF DIFFERENT FROM ABOVE:
Forward to: ____________________________________________________________
Contact Person: ____________________________
Address: ____________________________
Phone: ____________________________ Fax: ____________________________
Email: ____________________________

Please return this form to: Kennedy Mack, kmack@thekingcenter.org