



2022

BELOVED COMMUNITY **INTERNATIONAL EXPO**

TRAVEL AROUND THE WORLD WITHOUT LEAVING ATLANTA

SATURDAY, SEPTEMBER 10TH, 2022
11:00 AM – 6:00 PM



449 AUBURN AVENUE, NE ATLANTA, GEORGIA 30312



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WHO WE ARE

The Martin Luther King, Jr. Center for Nonviolent Social Change (“The King Center”) is a 501(c)(3) nonprofit organization established in 1968 by Mrs. Coretta Scott King to serve as a global destination, resource center and education institution. The King Center is a 501(c)3. Nearly a million people each year make the pilgrimage to this National Historic Site located in Atlanta, GA, to learn, be inspired and pay their respects to Dr. King’s legacy.

In honor of her husband, Mrs. King envisioned The King Center as “...a living memorial filled with all the vitality that was his, a center of human endeavor, committed to the causes for which he lived and died.” That vision continues to be carried out today through a wide range of educational and community-based programs to ensure the King legacy remains viable and relevant for new generations to carry forward Dr. King’s unfinished work, strengthen social justice causes and empower positive change-makers to create the Beloved Community, a unified global society where injustice ceases and love prevails.



Key Program:

BELOVED COMMUNITY INTERNATIONAL EXPO

The Beloved Community International Expo will serve as an all-encompassing experience for global citizens to unite in celebration of Dr. King’s love-centered vision of the Beloved Community, where peace and harmony for all cultures can be achieved through nonviolence. In collaboration with the National Historic Park and the Atlanta Consular Corps (representing more than 20 countries and other key stakeholders), The King Center’s historic campus will be transformed into a “World House!” People of all ages have the opportunity to travel around the world without leaving what we affectionately call “Sweet Auburn.” The Expo celebrates global culture by showcasing captivating performances, representing the curated creative works, attire, music, dance and more of societies around the World with a spirit of collaboration. There will be a Kid’s Corner and a Food Court to further enhance the cultural experience for guests. The International Expo seeks to embrace the value of our differences and celebrate our commonalities.

Highlighted Program:

BELOVED COMMUNITY LEADERSHIP ACADEMY

The Beloved Community Leadership Academy is the premier youth program of The Martin Luther King Jr. Center for Nonviolent Social Change (The King Center). The program focuses on leadership and character development, entrepreneurship and 21st-century innovation.

STUDENTS WITH KING

The King Center is providing Elementary, Middle and High School students with an opportunity to learn first-hand from family and friends of Dr. Martin Luther King Jr. and Mrs. Coretta Scott King. Students from public, private, charter and home schools are invited to participate.



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\$10,000 LEAD SPONSOR

- Brand visibility during the 2022 King Center BCIE including logo on promotional material
- 4 tickets at the Beloved Community Awards (Formerly the Salute to Greatness Awards Gala)
- Listed as a sponsor on The King Center's website
- Highlighted in the 2022 Report
- Mentioned in the press release promoting the 2022 King Center BCIE
- Co-branded social media
- Opportunity to provide give-a-ways
- Opportunity to have a display

\$7,500 SPONSOR

- Brand visibility during the 2022 King Center BCIE including logo on promotional material
- Mentioned in the press release promoting the 2022 King Center BCIE event
- 2 Tickets to the Beloved Community Awards (Formerly the Salute to Greatness Awards Gala)
- Listed as a sponsor on The King Center's website
- Highlighted in the 2022 Report
- Opportunity to provide give-a-ways
- Opportunity to have a display
- Co-branded social media highlights

\$5,000 SPONSOR

- Brand visibility during the 2022 King Center BCIE including logo on promotional material
- Listed as a sponsor on The King Center's website
- Highlighted in the 2022 Report
- 2 tickets to The 2023 Beloved Community Awards (Formerly the Salute to Greatness Awards Gala)
- Co-branded social media highlights
- Opportunity to provide give-a-ways
- Opportunity to have a display

\$2,500 SPONSOR

- Brand visibility during the 2022 King Center BCIE including logo on promotional material.
- Highlighted in the 2022 Report
- Co-branded Social Media Highlights
- Opportunity to provide give-a-ways
- Opportunity to have a display

\$1,000 SPONSOR

- Highlighted in the 2022 Report
- Opportunity to provide give-a-ways
- Opportunity to have a display
- Co-branded social media highlights



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Yes, I want to support the Beloved Community International Expo!

(PLEASE CHECK BOX BELOW):

Please indicate sponsorship level:

Lead Sponsor (\$10,000) Sponsor (\$7,500) (\$5,000) (\$2,500) (\$1,000)

Contact name: _____

Company name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

E-mail: _____

Can't make our Expo but would like to contribute? Donate Here:

Payment

Enclosed is a check made payable to The King Center.

Credit card (American Express, Visa, Mastercard, Discover)

Name as it appears on card _____

Card # _____ Exp. Date: _____ CVV: _____

Billing address (if different from above) _____

Signature _____

Sponsorships and details also available at <https://thekingcenter.org>

Completed and signed commitment with logo are due by Monday, August 22, 2022

The King Center Address: 449 Auburn Avenue, NE Atlanta, Georgia 30312

For more information regarding sponsorship please contact elee@thekingcenter.org

