

# *Something Bigger Than Ourselves*

Inaugural Benefit Dinner to Support Youth, Family and Community Civic Engagement

January 31, 2019

Dear Sponsor:

On behalf of the Martin Luther King Jr. Freedom Center (Freedom Center), we are pleased to announce our Inaugural Benefit Dinner – *Something Bigger Than Ourselves* - on Thursday, March 7, 2019, at 5:30 p.m. at the Taylor Memorial United Church, Oakland, CA. Our keynote speaker will be Dr. Amos C. Brown. Known among World leaders, presidents, celebrities, and academicians alike for his trademark activism, intellectual discipline, and masterful oratory, Dr. Brown is a legendary civil rights leader.

All proceeds from this event will benefit the Freedom Center educational outreach and award-winning training program for youth, family, and community civic engagement.

We invite you to join us as a sponsor to support and celebrate the Freedom Center. Your investment will enable us to continue our work of civic engagement and youth empowerment.

The Oakland-based Freedom Center brings best practices from the nation's Civil Rights Movement to the forefront in community education, training and practice, building strong community partnerships with proven results. The Center collaborates with educational, faith-based and community-based initiatives to advance youth and family civic engagement, ethical leadership and economic and educational equity through personal transformation, in the East Bay Region's most vulnerable high-poverty communities.

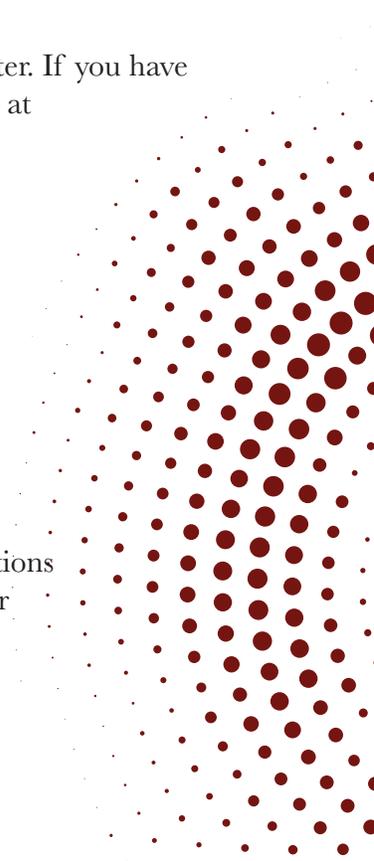
Please take a few minutes to review the sponsorship opportunities included with this letter. If you have any questions, you may contact Karen Bohlke, Ed.D, 510-434-3988 or visit our website at [www.mlkfreedomcenter.org](http://www.mlkfreedomcenter.org).

Thank you for considering the opportunity to participate in this important event.

Sincerely,

Roy Wilson, Ed.D  
Executive Director  
Martin Luther King Jr. Freedom Center

Karen Bohlke, Ed.D  
Director, Government & External Relations  
Martin Luther King Jr. Freedom Center



Join the Martin Luther King Jr. Freedom Center for

# *Something Bigger Than Ourselves*

Inaugural Benefit Dinner to Support Youth, Family and Community Civic Engagement

## Sponsorship Opportunities

### **Change Maker**

**\$25,000**

- Recognition as “Presenting Sponsor”
- Logo and/or name on all print or digital marketing materials prior to Benefit Dinner
- Logo and/or name on Benefit Dinner’s webpage with link to sponsor’s site
- Mention of sponsorship in all press, media coverage
- Promotion on social media channels (e.g., Facebook, Twitter, Instagram, and Blog)
- Logo and/or name featured on signage and video screens at event
- One (1) table of ten (10), premier seating
- Option to use two (2) of ten (10) tickets for students to be co-host at your table
- Special parking arrangements [up to ten (10) guests]
- VIP check-in
- Host of special guest/honoree
- Special acknowledgement from podium
- Speaking role
- Premier placement of logo in printed program
- Table signage
- Opportunity to distribute premium branding gift to attendees
- Acknowledgment as Inaugural 2019 Benefit Dinner sponsor at Lecture Series
- Underwrite students’ participation in a leadership or civic engagement program
- Recognition in monthly e-communications for one (1) year (10K circulation to donors and constituents)

### **Visionary**

**\$12,500**

- Logo and/or name on all print or digital marketing materials prior to Benefit Dinner
- Logo and/or name on Benefit Dinner’s webpage with link to sponsor’s site
- Mention of sponsorship in all press, media coverage
- Promotion on social media channels (e.g., Facebook, Twitter, Instagram, and Blog)
- Logo and/or name featured on signage and video screens at event
- One (1) table of ten (10), premium seating
- Special parking arrangements [up to ten (10) guests]
- VIP check-in
- Special acknowledgement from podium
- Premium placement of logo in printed program
- Table signage
- Opportunity to distribute premium branding gift to attendees
- Acknowledgment as Inaugural Benefit Dinner sponsor at Lecture Series
- Underwrite students’ participation in a leadership or civic engagement program
- Recognition in monthly e-communications for one (1) year (10K circulation to donors and constituents)

## Catalyst

\$5,000

- Logo and/or name on all print or digital marketing materials prior to Benefit Dinner
- Logo and/or name on Benefit Dinner's webpage with link to sponsor's site
- Mention of sponsorship in all press, media coverage
- Promotion on social media channels (e.g., Facebook, Twitter, Instagram, and Blog)
- Logo and/or name featured on signage and video screens at event
- One (1) table of ten (10), priority seating
- VIP check-in
- Acknowledgement from podium
- Logo in printed program
- Table signage
- Opportunity to distribute premium branding gift to attendees
- Acknowledgment as Inaugural Benefit Dinner sponsor at Lecture Series
- Recognition in monthly e-communications for one (1) year (10K circulation to donors and constituents)

## Activist

\$2,500

- Name on all print or digital marketing materials prior to Benefit Dinner
- Name on Benefit Dinner's webpage
- Mention of sponsorship in all press, media coverage
- Promotion on social media channels (e.g., Facebook, Twitter, Instagram, and Blog)
- Name on signage and video screens at event
- Up to five (5) tickets, reserved seating
- VIP check-in
- Acknowledgement from podium
- Name listed in printed program
- Recognition in monthly e-communications for one (1) year (10K circulation to donors and constituents)

# SPONSORSHIP RESPONSE FORM

YES! I would like to be a sponsor of the Martin Luther King Jr. Freedom Center 2019 Benefit Dinner.

Enclosed is my/our sponsorship of:

- \$25,000 Change Maker
- \$12,500 Visionary
- \$5,000 Catalyst
- \$2,500 Activist

I/We would like to purchase individual tickets for \_\_\_ attendees at \$100 each for a total of \$\_\_\_\_\_.

I/we cannot attend, but would like to make a contribution of \$\_\_\_\_\_.

## PAYMENT

Check: Make payable to Martin Luther King Jr. Freedom Center    Pay online    Send invoice

Credit Cards: Please charge \$\_\_\_\_\_ to:    VISA    MASTERCARD    AMEX

Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ 3-Digit Security Code: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_  
(Please Print)

## SPONSOR INFORMATION

\_\_\_\_\_  
NAME (AS IT SHOULD APPEAR)

\_\_\_\_\_  
TITLE

\_\_\_\_\_  
ORGANIZATION

\_\_\_\_\_  
MAILING ADDRESS

\_\_\_\_\_  
PREFERRED PHONE

\_\_\_\_\_  
EMAIL

Please mail this form with your payment to: Martin Luther King Jr. Freedom Center, 333 East 8th St., Oakland, CA 94601 or you may scan form and email it to [karen@mlkfreedomcenter.org](mailto:karen@mlkfreedomcenter.org).

Once your completed sponsorship information is received, we will contact you to discuss event arrangements, sponsorship benefits, and recognition.

The Martin Luther King Jr. Freedom Center is a 501 (c) (3) charitable organization. Tax ID: 94-3390034  
Donations are tax-deductible to the fullest extent allowed by law.

For questions or more information on sponsorship opportunities, call Karen Bohlke, Ed.D at 510-434-3988.

