



## CITY OF SANFORD

### DR. MARTIN LUTHER KING, JR. CELEBRATION STEERING COMMITTEE, INC.

#### Website:

[mlksanford.org](http://mlksanford.org)

P.O. Box 500

SANFORD, FLORIDA

32772-0500

TELEPHONE 407.257.9566

#### COMMITTEE

MELVIN PHILPOT

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KENNETH BENTLEY

CO-CHAIRMAN

LINDA MEDLOCK

TREASURER

SAMATRIA QUINN

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FRANCINE LEVY

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ANDREA HAYES

WILLIAM TILLMAN, JR.

Dear Sponsor:

The City of Sanford Dr. Martin Luther King, Jr. Celebration Steering Committee, Inc. is proud to present the 37th Annual celebration and memorial observance. This year's theme is "Rise Up." We invite you to join us in celebrating the next generation of leaders. We believe that the young leaders of today will play a crucial role in shaping the world we live in tomorrow. During the King holiday weekend, we will host the following four days of events and we would like your support in helping us to continue to keep the dream alive.

Your sponsorship and support will enable the MLK Celebration Steering Committee to keep the dream alive through four days of celebration, reflection and service with the following activities:

#### Oratorical Contest & Scholarship Fund

*January 12, 2024* – The oratorical contest will be held at the Seminole State College, 100 Weldon Blvd., Sanford, FL 32773 at 6:00 PM. Eligible candidates are local high school seniors. They are required to write a speech on selected topics on Dr. King and conduct an oral presentation in front of a panel of local community leaders and educators. Scholarships will be awarded to first, second and third place winners in the name of the following individuals:

- Joy Eva Lawson Williams (deceased) former MLK Scholarship Committee Chairperson
- Former Sanford Mayor Bettye D. Smith (creator – Dr. MLK, Jr. Committee)
- Doris Thomas (deceased), former Seminole County Educator

#### Commemorative Banquet

*January 13, 2024* – The banquet will be held at 6:00 PM at the Sanford Civic Center, 401 East Seminole Boulevard, Sanford, FL 32771.

#### Interfaith Service

*January 14, 2024* – The interfaith service will be held at 3:00PM at New Life Word Center, 1311 South Oak Avenue, Sanford, FL 32771.

#### Parade & Festival in the Park

*January 15, 2024* – The parade will start at 10:00 AM at the intersection of Historical Goldsboro Blvd. and Persimmon Ave and proceed east to Holly Ave.

The Community Day event will begin immediately following the parade on the event grounds of the Sanford Civic Center, 401 East Seminole Blvd., Sanford, FL 32771 near the beautiful shores of Lake Monroe.

Attached is a sponsorship package detailing how you can support our events.

Sincerely,

**Melvin A. Philpot**

Chairman

**Kenneth Bentley**

Co-Chairman

# SPONSORSHIPS

## BANQUET SPONSORSHIPS

### PLATINUM - \$2,500

- *Preferred Full-Page Ad*
- *Sponsorship of the Dr. MLK, Jr. Commemorative Banquet*
- *Two (10 Per Table) Preferred Corporate Tables*
- *Company Banner (Displayed at Banquet and Festival in The Park)*
- *Name Recognition in All Broadcasts and social media*

### GOLD - \$1,000

- *Full Page Ad in Dr. MLK, Jr. Commemorative Dinner Program*
- *One (10 Per Table) Corporate Table*
- *Name Recognition in All Broadcast and social media*

### SILVER - \$650

- *One (10 Per Table) Corporate Table*
- *Full Page Ad in Dr. MLK, Jr. Commemorative Dinner Program*

### RESERVED TABLE - \$550

- *One (10 Per Table) Table*

**Submit Payment by: Check or Money Order payable to: Dr. MLK, Jr. Committee**

**P.O. Box 500**

**Sanford, FL 32772-0500**

**OR**

**Visit: [www.Mlksanford.org](http://www.Mlksanford.org) (PayPal)**

**DEADLINE: Please send an electronic ad that you would like to appear in our commemorative program booklet by DECEMBER 15, 2023.**

**For details, please contact Linda Medlock – [info@mlksanford.org](mailto:info@mlksanford.org) or 407 416-5376**

## **FESTIVAL or PARADE SPONSORSHIPS**

### **FESTIVAL - \$3,000**

PREMIUM RECOGNITION AT FESTIVAL

SPEAKING OPPORTUNITY FROM STAGE AT THE PARK

*- full page program ad*

*- parade entry*

*- name and logo recognition in MLK broadcasts, print and social media channels*

*- premium booth location in the park*

**The MLK Festival will be held on the event grounds of the Sanford Civic Center, 401 East Seminole Blvd., near the beautiful shores of Lake Monroe**

### **PARADE - \$2,500**

EXCLUSIVE NAME RECOGNITION

SPEAKING OPPORTUNITY FROM STAGE AT THE PARK

*- full page program ad*

*- parade entry*

*- name and logo recognition in MLK broadcasts, print and social media channels*

*- premium booth location in the park*

### **PARTNER - \$950**

*- full page program ad*

*- parade entry*

*- name and logo recognition in MLK broadcast, print and social media channels*

### **UNITY - \$700**

*- full page program ad*

*- name recognition in MLK print and social media channels*

***The Dr. MLK, Jr. Committee is Thankful and Grateful for your support***

# Advertising Application Dr. Martin Luther King, Jr. Commemorative Banquet

NAME/COMPANY NAME \_\_\_\_\_

CONTACT PERSON \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY/STATE \_\_\_\_\_

ZIP \_\_\_\_\_

EMAIL \_\_\_\_\_

\_\_\_\_ Full Page - \$100.00

\_\_\_\_ Half Page - \$ 50.00

## All Ads are Black and White only

For details, please contact Linda Medlock – [info@mlksanford.org](mailto:info@mlksanford.org) or 407-416-5376

**DEADLINE: Electronic Ad with Full Payment must be Received by  
December 15, 2023**

Send payment to:

**Dr. MLK, Jr. Steering Committee  
Attn: Linda Medlock  
P.O. Box 500  
Sanford, Florida 32772-0500**