



Dr. Martin Luther King, Jr.
Celebration Steering Committee, Inc.

Website:
mlksanford.org

P.O. Box 500
SANFORD, FLORIDA
32772-0500
TELEPHONE 407.257.9566

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IN MEMORY OF

IRMA JEAN COPPER
GLORIA WILLIAMS

CITY OF SANFORD

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

Dear Sponsor:

The City of Sanford Dr. Martin Luther King, Jr. Celebration Steering Committee, Inc. is proud to present the 36th Annual celebration and memorial observance. This year's theme is "Women of The Movement – Hidden Gems of Sanford." We invite you to join us in celebrating the notable accomplishments of Women throughout the history of the civil rights movement in our country and here in the Sanford Seminole County community. 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 13, 2023 – 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 14, 2023 – The banquet will be held at 6:00 PM at the Sanford Civic Center, 401 East Seminole Boulevard, Sanford, FL 32771.

Interfaith Service

January 15, 2023 – The interfaith service will be held at 3:00 PM at St. James House of Prayer, 2775 Celery Ave., Sanford, FL 32771.

Parade & Festival in the Park

January 16, 2023 – 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 at Ft. Mellon Park on 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

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 (PayPal)

DEADLINE: Please send an electronic ad that you would like to appear in our commemorative program booklet by DECEMBER 20, 2022.

For details, please contact Linda Medlock – info@mlksanford.org or 407 416-5376

FESTIVAL & PARADE SPONSORSHIPS

FESTIVAL - \$3,000

- PREMIUM RECOGNITION AT FESTIVAL
- SPEAKING OPPORTUNITY FROM STAGE AT THE PARK
 - *full page program ad*
 - *name recognition in all broadcasts, print and social media*
 - *premium booth location in the park*

PARADE SPONSOR - \$2,500

- EXCLUSIVE NAME RECOGNITION
- SPEAKING OPPORTUNITY FROM STAGE AT THE PARK
 - *full page program ad*
 - *name recognition in all broadcasts, print and social media*
 - *premium booth location in the park*

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

NAME/COMPANY NAME _____

CONTACT PERSON _____

ADDRESS _____

CITY/STATE _____

ZIP _____

TELEPHONE _____

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 or 407 416-5376

**DEADLINE: Electronic Ad with Full Payment must be
Received by December 20, 2022**

Send payment to:

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