KEEPING THE DREAM ALIVE

OFFICIAL 2020 PARADE SPONSORSHIP

42nd Annual "Original" Dr. Martin Luther King, Jr. Birthday Parade Celebration

MONDAY, JANUARY 20TH, 2020 | DOWNTOWN HOUSTON
#ORIGINALLMLKPARADE2020
The "Original" MLK Jr. Parade is licensed by The King Center - Atlanta, GA

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"DARKNESS CANNOT DRIVE OUT DARKNESS; ONLY LIGHT CAN DO THAT. HATE CANNOT DRIVE OUT HATE; ONLY LOVE CAN DO THAT. INJUSTICE."

-- MARTIN LUTHER KING, JR.
INTRODUCTION

The Black Heritage Society, Inc. is a self-help, non-profit organization chartered by the State of Texas. In summer of 1975, one man's concern for the well-being and betterment of the entire human race led to the establishment of the organization. In January 1978, Dr. Martin Luther King, Jr.'s father, Martin Luther "Daddy" King, Sr. addressed the Houston community and commissioned Mr. Ovide Duncantell and BHS to continue its endeavor in the aspirations of Dr. King's dream.

The organization aims to inspire, teach, and honor the legacy of Dr. Martin Luther King, Jr. during the weekend of the federal holiday occurring on the third Monday of each January with a commemorative parade and celebratory festive community activities throughout the weekend.

With a long history of fighting for equal justice and social accommodations for the rights of all, the organization subscribes to Activism, Advocacy, and Action on behalf of the underprivileged, underserved, and those seeking justice and equality.

**Black Heritage Society maintains an official IPM license from The King Center in Atlanta, GA.**
OUR PROGRAMS

- The Houston Martin Luther King, Jr. Memorial Project
- MLK, Jr. STEM Enrichment Program*
- "I'M JUST GAMIN'" STEM Challenge*
- Miss "Black Heritage Society" Pageant
- The Annual Mountaintop Gala
- The Annual MLK Parade Gospel Fest
- The Annual MLK, Jr. Children's March
- The MLK Parade Community Health Fair
- The Annual MLK "Feed The Hungry" Project
- The Black History Month Community Project
- Project Flint Water Supply Initiative
- The Annual MLK Candlelight Vigil
- South Park Community Civic Club
- Houston MLK, Jr. "Taste of Houston" (Immediately After The Parade)
3 OUR IMPACT

CELEBRATING 42 YEARS
2020 PARTNERSHIP OPPORTUNITY

As a Drum Major Sponsor, you will share the distinction of showcasing your logo on all promotional paraphernalia and events, which are distributed or displayed at all BHS events. More importantly, such sponsorship will provide your company with continuous brand exposure then and beyond.

- **BONUS** - Your company will be listed as a co-title sponsor of the 42nd Annual “Original” MLK, Jr. Birthday Parade along with the City of Houston
- Your company or organization’s name and logo to be included on all 42nd Annual “Original” MLK, Jr. Parade marketing assets.
- An automatic reservation of fifteen (15) seats in parade observation desk for your company or organization on Monday, January 20st, 2020.
- One (1) display booth 4ft or 6ft vendor table at the 4th Annual MLK, Jr. “Taste of Houston” Festival Monday 20th, 2020 at Hermann Square and one (1) 4ft or 6ft vendor table and at the 4th Annual MLK, Jr. “Taste of Houston” Festival at Hermann Square on Monday, January 20st, 2020 (immediately after the parade)
- Acknowledgment of your company or organization at the 4th Annual MLK, Jr. “Taste of Houston” Festival” on Monday January 20th (immediately after the parade).
- Your company representative will be granted two (2) minutes on stage during this presentation.
- Your company or organization to be mentioned on all social media campaigns across our various platforms (i.e. Facebook, Instagram, LinkedIn, SnapChat, etc.)
- Your Company or Organization’s 2020 Parade entry fee is waived
As a Dream Keeper Sponsor, you will share the distinction of showcasing your logo on all promotional paraphernalia and events, which are distributed or displayed at all BHS events. More importantly, such sponsorship will provide your company with continuous brand exposure then and beyond.

- Your company or organization’s name and logo to be included on all 42nd Annual “Original” MLK, Jr. Parade marketing assets
- Your company or organization’s website will be listed as an official sponsor of the 42nd Annual “Original” MLK, Jr. Parade on www.originalmlkparade.org and www.houstonmlkjrmemorial.org through June 2020
- One (1) display booth 4ft or 6ft vendor table and at the 4th Annual MLK, Jr. “Taste of Houston” Festival at Hermann Square on Monday, January 20th, 2020 (immediately after the parade)
- An automatic reservation of ten (10) seats in parade observation desk for your company or organization on Monday, January 20th, 2020.
- Your company or organization to be mentioned on all social media campaigns across our various platforms (i.e. Facebook, Instagram, LinkedIn, SnapChat, etc.)
- Acknowledgment of your company or organization at the 4th Annual MLK, Jr. “Taste of Houston” Festival” on Monday January 20th (immediately after the parade)
As a Freedom Marcher Sponsor, you will share the distinction of showcasing your logo on all promotional paraphernalia and events, which are distributed or displayed at all BHS events. More importantly, such sponsorship will provide your company with continuous brand exposure then and beyond.

- Your company or organization’s name and logo to be included on all 42nd Annual “Original” MLK, Jr. Parade marketing assets
- Acknowledgment of your company or organization at the 4th Annual MLK, Jr. “Taste of Houston” Festival on Monday January 20th (immediately after the parade)
- Your company or organization’s website will be listed as an official sponsor of the 42nd Annual “Original” MLK, Jr. Parade on www.originalmlkparade.org and www.houstonmlkjrmemorial.org through June 2020
- One (1) display booth for the MLK, Jr. or one (1) 4ft or 6ft vendor table and at the 4th Annual MLK, Jr. “Taste of Houston” Festival at Hermann Square on Monday, January 20th, 2020 (immediately after the parade)
- Your company or organization to be mentioned on all social media campaigns across our various platforms (i.e. Facebook, Instagram, LinkedIn, SnapChat, etc.)
As a Peace Keeper Sponsor, you will share the distinction of showcasing your logo on all promotional paraphernalia and events, which are distributed or displayed at all BHS events. More importantly, such sponsorship will provide your company with continuous brand exposure then and beyond.

- Your company or organization’s name and logo to be included on all 42nd Annual “Original” MLK, Jr. Parade marketing assets.
- Your company or organization’s website will be listed as an official sponsor of the 42nd Annual “Original” MLK, Jr. Parade on www.originalmlkparade.org and www.houstonmlkjrmemorial.org through June 2020.
- One (1) display booth (1) 4ft or 6ft vendor table and at the 4th Annual MLK, Jr. “Taste of Houston” Festival at Hermann Square on Monday, January 20th, 2020 (immediately after the parade).
- Your Company or Organization’s 2020 Parade entry fee is waived.
- Company onstage acknowledgment and speaking role (2) minutes at Hermann Square on Monday, January 20th, 2020 (immediately after the parade).
As a Unity Sponsor, you will share the distinction of showcasing your logo on all promotional paraphernalia and events, which are distributed or displayed at all BHS events. More importantly, such sponsorship will provide your company with continuous brand exposure then and beyond.

- Your company or organization’s name and logo to be included on all 42nd Annual “Original” MLK, Jr. Parade marketing assets
- One (1) display booth for the 4th Annual MLK, Jr. “Taste of Houston” Festival on Monday, January 20th, 2020 at Hermann Square and one (1) 4ft or 6ft vendor table and at the 3rd Annual MLK, Jr. “Taste of Houston” Festival on Monday, January 20th, 2020 (immediately after the parade)
- Company onstage acknowledgment and speaking role at MLK Jr. Taste of Houston Festival at Sam Houston Park on Monday, January 20th, 2020 (immediately after the parade)
- Your Company or Organization’s 2020 Parade entry fee is waived
Thank You For Your Support!

 Slyvester Brown
 Executive Director

Phone
(713) 236-1700 - OFFICE
(832) 741-6649 - DIRECT

Email
info@originalmlkparade.org
info@blackheritagesociety.org

Website
www.OriginalMLKParade.org
www.BlackHeritageSociety.org