

HOUSTON WELCOMES THE "SPIRIT" OF DR. MARTIN LUTHER KING JR.

COMMEMORATIVE EVENTS

APRIL 4-6, 2014

AN INVITATION FOR CORPORATE SPONSORSHIP



2014 OFFICIAL UNVEILING OF THE MARTIN LUTHER KING STATUE

An Invitation for Corporate Sponsorship

The Black Heritage Society is a non-profit organization dedicated to uplifting the Houston community by offering social services, while encouraging self-help efforts in the historic African-American tradition. Mr. Ovide Duncantell, Founder and Executive Director of the Society for the past 36 years, was inspired by Dr. Martin Luther King Jr.'s dream of a more just and compassionate society for all Americans to create a culturally-attuned vehicle to promote the continuity of this mission.

Regrettably, it is little known but well documented that Dr. King endured harshly unwelcoming experiences in Houston during his lifetime. But Mr. Duncantell has worked tirelessly over the years to ensure that he would be appropriately honored and celebrated in this city. After participating in the movement to establish a National King Holiday, our Founder spearheaded the first MLK parade in the country, with Dr. King's father as the Grand Marshall. And he was the driving force behind the renaming of the Martin Luther King Blvd. Most recently, he has been instrumental in establishing the newly completed Martin Luther King Jr. Memorial Statue and Park Plaza.

In order to celebrate the opening of this long-awaited landmark, the Black Heritage Society is sponsoring a weekend of commemorative events from April 4-6, 2014 with the theme, "HOUSTON WELCOMES THE SPIRIT OF DR. MARTIN LUTHER KING JR.!" This history-making occasion, particularly, the unveiling of the statue on April 5th, presents a very special opportunity for corporate citizens of goodwill in Houston.

We respectfully invite you to partner with us in this effort to further the goals and ideals of Dr. King in our community at a time when the need could not be greater. Within this Sponsorship Package, you will find a variety of levels of participation so that you can select the most comfortable option for your company. Your support can help us to demonstrate to the world that our city embraces the values set forth by the leadership of Dr. King, the most iconic civil and human rights advocate of our time. All proceeds of all contributions will be used to maintain and safeguard the statue and memorial plaza.

As Project Manager for the 2014 Official Unveiling of the Martin Luther King Statue and on behalf of the Black Heritage Society, we are deeply grateful for your kind consideration of this invitation to become a corporate sponsor. If you have any questions, please contact us at (projectmanager@blackheritagesociety.org) or call (713)-651-9900 or (713) 236-1700. We look forward to hearing from you and hope that you will agree to lend your support to the official unveiling of Dr. King's statue – an event that will resonate proudly and profoundly with the message: "My legacy lives on in Houston."

Sincerely,

Sylvester Brown
Project Manager
The Black Heritage Society





MLK COMMEMORATIVE EVENTS

APRIL 4-6, 2014



Friday, April 4, 2014

6:30 pm - 8:00 pm

Dr. Martin Luther King, Jr. Candlelight Vigil

MLK, Jr. Memorial/MacGregor Park

5225 Calhoun - Houston, Texas 77021

8:00 pm

2014 Black Heritage Society MLK, Jr. Mountaintop Gala

MLK, Jr. Memorial/MacGregor Park - Pavilion Tent

Saturday, April 5, 2014

9:00 am - 11:00 am

Dr. Martin Luther King, Jr. Celebration Parade

11:00 am - 1:00 pm

Official Unveiling of Dr. Martin Luther King, Jr. Memorial Statue

MLK, Jr. Memorial/ MacGregor Park

1:00 pm - 7:00 pm

Black Heritage Society MLK Community Festival

MLK, Jr. Memorial/ MacGregor Park

Sunday, April 6, 2014

Citywide MLK Spirit Commemorative Worship

Houston churches are invited to dedicate today's services to Dr. King's legacy of love, justice and brotherhood.





MLK, JR. MEMORIAL ★
END

PARADE ROUTE

APRIL 5, 2014
HOUSTON

MLK, JR. MEMORIAL PARADE & MARCH

★
STAGING/START



NATIONAL ADVERTISING & PUBLIC RELATIONS PROGRAM: 2014

100 MILLION MEDIA IMPRESSIONS:

T.V. Commercials (Cable)

Radio Commercials

Direct Mail campaign

Social Media campaign

National Black newspaper, magazine ads and editorials

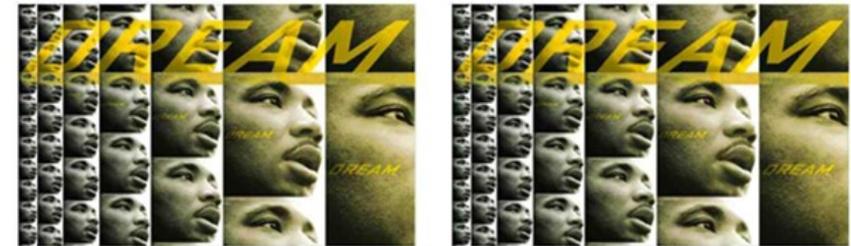
Local Black newspaper, magazine ads and editorials

Webcasting/Twitter and Facebook Social Media campaign

An extensive Public Relations Program



STATION PERSPECTIVE



ENLARGED WINDSCREEN PANELS

MacGregor Park-Martin Luther King Jr.
Rail Platform



PARTNERSHIP OPPORTUNITIES

Chairman Sponsor - \$250,000

2014 Black Heritage Society MLK, Jr. Mountain Top Gala Awards Celebration

April 5, 2014

Company Benefits Include:

- Branding as Chairman Sponsor of event on all promotional materials
- Logo engraved on Dr. Martin Luther King Jr. Memorial Donors Wall
- VIP Head Table seating for six (6)
- Prominent seating for up to 30 guests (3 tables)
- 2-page, 4-color spread in MLK Commemorative Souvenir Program
- Ad in the online event journal
- Name, logo and link on the Website
- Name/logo to appear on the screen during the event
- Logo included on all promotional materials
- Logo included on all signage at the event
- Official acknowledgement as a sponsor from the podium
- Opportunity to make remarks from the stage
- Premium Web and media exposure (including print, TV and radio when available)
- Exclusive red carpet and celebrity photo opportunities
- Special commemorative gifts provided at tables
- VIP grandstand seating for four (4) during Unveiling Ceremony
- Special Additional Promotion for \$250,000 Available March 2014 to August 2014: Unlimited access to events, fees waived for parade registration, and your company's logo recognized on our website for lifetime.



PARTNERSHIP OPPORTUNITIES

Platinum Sponsor - \$100,000

2014 Black Heritage Society MLK, Jr. Mountain Top Gala Awards Celebration

Company Benefits Include:

- Category exclusivity (except automotive)
- Name mentioned in selected radio and television PSA's
- Name/logo on all MLK Commemorative Event print promotional materials
- Mention in all event-related media interviews and public relations placements
- VIP Head Table seating for four (4) at the Mountaintop Gala
- Corporate logo engraved on the Dr. Martin Luther King Donors Wall
- Corporate signage throughout the Community Festival site
- One-page, four-color spread (prime space) in the Commemorative Souvenir Program
- VIP Grandstand seating for two (2) at the MLK Statue Unveiling Ceremony
- One (1) exhibit booth (prime space) at Community Festival site
- Two (2) reserved tables at Mountaintop Gala
- Corporate logo/link on Black Heritage Society website for 12 months
- Use of MLK Commemorative Event name/logo in corporate promotional campaign
- Option to provide corporate promotional gift for official VIP Gift Bag
- Special Additional Promotion for \$100,000 Available March 2014 to August 2014: Unlimited access to events, fees waived for parade registration, and your company's logo recognized on our website for 10 years.



PARTNERSHIP OPPORTUNITIES

Gold Sponsor - \$75,000

2014 Black Heritage Society MLK, Jr. Mountain Top Gala Awards Celebration

Company Benefits Include:

- Name/logo on all MLK Commemorative event print marketing and advertising materials
- Mention in all media interviews and event-related promotions
- VIP Head Table seating for two (2) at Mountaintop Gala
- VIP Grandstand Seating for two (2) at the MLK Statue Unveiling Ceremony
- Signage within designated area of the Festival Celebration site
- One-page, four-color spread in the Commemorative Souvenir Program
- One (1) prime space exhibit booth at Festival Celebration
- One (1) and one-half (1/2) prime space Reserved Tables at Mountaintop Gala
- Use of MLK Commemorative event name and logo in corporate promotional campaign
- Option to provide corporate promotional gift for official MLK Commemorative Bag
- Special Additional Promotion for \$75,000 Available March 2014 to August 2014:
access to all events for 15 years, parade fees waived for 15 years, your company's logo recognized on our website for 15 years, and 2 memorial pavers in Zone 1 of the Memorial



PARTNERSHIP OPPORTUNITIES

Silver Sponsor - \$50,000

2014 Black Heritage Society MLK, Jr. Mountain Top Gala Awards Celebration

Company Benefits Include:

- Name/logo on all MLK Commemorative promotional and marketing materials
- Mention in selected media interviews and promotions
- Full-page, four-color ad (prime space) in the MLK Commemorative Souvenir Program
- VIP Head Table seating for two (2) (senior executive) at Mountaintop Gala
- Prime Reserved Table for ten (10) at Mountaintop Gala
- One (1) prime double exhibit booth (8'x20') at Community Festival
- Logo/link on Black Heritage Society Website for six (6) months
- Name/logo included on Festival Banners
- Inclusion of promotional item for official VIP Festival Gift Bag
- Use of MLK Commemorative Event name/logo in corporate campaign
- Special Additional Promotion for \$50,000 Available March 2014 to August 2014: access to all events, parade fees waived, your company logo recognized on our website for 10 years, and will be entitled to 1 memorial paver in Zone 1 of the Memorial.



PARTNERSHIP OPPORTUNITIES

Bronze Sponsor - \$25,000

2014 Black Heritage Society MLK, Jr. Mountain Top Gala Awards Celebration

Company Benefits Include:

- Name/logo on selected Celebration advertising & marketing materials
- Selected signage at Festival Celebration site
- Two (2) VIP Head Table seating for a senior executive at a Gala Celebration event
- One (1) prime double exhibit booth (8'x10')
- Five (5) prime reserved seats at all Mountain Top Gala
- Logo/link on Black Heritage Society Website for 3 months
- Full-page, four-color ad in Commemorative Souvenir Program Book
- Name/logo included on Exhibit Hall entrance
- Special Additional Promotion for \$25,000 Available March 2014 to August 2014: access to all events, parade fees waived, and your company's logo recognized on our website for 2 years.



PARTNERSHIP OPPORTUNITIES

“IN-THE-SPIRIT” PARTNERS - \$10,000

- Logo and Recognition Ad in Commemorative Official Souvenir Book
- Name on the Black Heritage Society Website for 3 months
- Selected signage at Festival site
- Two (2) Seats in the Premier Viewing Stand at the Unveiling Ceremony Celebration
- Two (2) Company Recognition Bricks in the Historical Brick Pavers
- Special Additional Promotion for \$10,000 Available March 2014 to August 2014: access to all events and 1 year fees waived on parade registrations.



In-Kind Wishlist

If you would like to lend your support to the 2014 Houston MLK Commemorative Celebration, we gratefully solicit access to the following items to implement the planned activities, as well as the services of event volunteers.



UNITED 

Items
Courtesy Vehicles: Mid-Size cars
Mini-Vans
Airline Tickets
40 Two-way radios
Laptops
Printers
Microsoft Office
24 Brand new laptops for Festival Prize Drawings Prizes
10 Black & White Printers
15 Color Printers
Extra Toner for 35 Printers
Printer and Scanners (6 MFP)



Contacts

For More Information, Please Contact The Following:

Sponsorships:

Sylvester Brown

Project Manager

Black Heritage Society

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713.651.9900 24 hour mobile access

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Event Design and Coordinator:

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