



P.O. Box 823
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Lexington, KY. 40506

George A. Brown, Jr.
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*"The ultimate measure of a man is not where he stands in moments of comfort and convenience, but where he stands at times of challenge and controversy."
- MLK, Jr.
1963*

January 2, 2012

Dear MLK Holiday Sponsor:

On behalf of the MARTIN LUTHER KING, JR. HOLIDAY Planning Committee, we are asking your support as a sponsor for a very special program that continues to reach people from all walks of life. If you have supported the MLK Holiday Program in the past, then you are aware of its unique capacity to move, inform and inspire. If you are coming on board for the first time as a sponsor, then you are about to experience something quite wonderful.

This celebration has a long and storied forty year history in this community. The original sponsor was the University of Kentucky. In the early 1980's, it was joined by the Lexington-Fayette Urban County Government, other community organizations and individuals. As a result, this event has continued to grow in involvement and participation, drawing over six thousand people last year alone.

The 2012 MLK Celebration is planned for Monday, January 16th in Heritage Hall in the Lexington Civic Center. In light of our 2012 celebration marking the 40th year of Lexington's MLK observance, this year's theme is *Monumental Moments*. Our speaker is the nationally recognized CNN commentator/scholar Dr. Marc Lamont Hill. The march will begin at 10:00 am and the commemorative program follows at 11:00 am. Again, this year, UK and LFUCG are the major sponsors. In keeping with the spirit of this event, we are asking your participation as a donor. For your information, the levels of support are as follows:

- Sponsor:** \$5,000+
- Supporter:** \$1,000 up to \$4,999
- Contributor:** \$500 up to \$999
- Friend:** \$Up to \$499

We ask that you assist us as much as possible, since all funds are used to help us meet expenses and ensure the success of a high quality program. Please make all checks payable to: **MLK Holiday Committee, P. O. Box 823 University Station, Lexington, KY 40506.** Invoice is available upon request.

Thank you, for your time, interest and consideration in support of this great celebration of community spirit.

Sincerely,

Chester Grundy George A. Brown, Jr.
Co-Chairs of the MLK Holiday Committee