



P.O. Box 823 | University Station | Lexington, KY 40506

Dear 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 2014 MLK Celebration is planned for Monday, January 20 in Heritage Hall in the Lexington Convention Center. The theme for this year's program is *We Who Believe In Freedom: Music, Memories & The Civil Rights Movement*. The march will begin at 10 a.m. with the commemorative program following at 11 a.m. This year's special guest performer is the renowned singer, composer, scholar and social activist Bernice Johnson Reagon. 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:

Sustainer:	\$5,000 and Above Gifts
Sponsor:	\$2,500 to \$4,999
Supporter:	\$1,000 to \$2,499
Contributor:	\$500 to \$999
Friend:	\$100 to \$499
Helping to Keep the Dream Alive:	\$99 and Below Gifts

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
Co-chair


George A. Brown, Jr.
Co-chair

Martin Luther King, Jr. Holiday Planning Committee

Co-Chairs: George A. Brown, Jr. | Chester Grundy

Terry Allen | Mildred Bailey | Chris Edwards | Jojuana Leavell-Greene | Gail Hairston | Tony Hartsfield
William Henderson | Lori Houlihan | Tawanda Lewis Owsley | Carl Nathe | Mary Porter | Vanessa Sanford | Charlene Walker

2014

MLK HOLIDAY DONOR BENEFITS

Sustainer: [\$5,000 and Above Gifts]

- Participate in leadership of Freedom March
- Participation in Welcome Remarks Portion of the Commemorative Program
- Reserved seating in the MLK Commemorative Program w/UK President and the Mayor
- Recognition in interviews and advance PR Initiatives
- Prominent recognition on acknowledgements page of MLK Commemorative Program
- Souvenir copy of MLK Commemorative Program DVD
- Recognition during pre-program video broadcast on large projections screens
- Sponsorship LOGO added to public service announcements
- Credit roll – airing video on GTV-3 and UK Channel 16

Sponsor: [\$2,500-\$4,999]

- Participate in leadership of Freedom March
- Prominent recognition on acknowledgements page of MLK Commemorative Program
- Reserved seating in the MLK Commemorative Program w/UK President and the Mayor
- Recognition during pre-program video broadcast on large projections screens
- Souvenir copy of MLK Commemorative Program DVD
- Recognition in interviews and advance PR Initiatives

Supporter: [\$1,000- \$2,499]

- Participate in leadership of Freedom March
- Prominent recognition on Acknowledgement page of printed MLK Commemorative program book
- Reserved seating at the MLK Commemorative Program
- Recognition during pre-program video broadcast on large projection screens

Contributor: [\$500-\$999]

- Recognition on Acknowledgement page of printed MLK Commemorative Program
- Reserved seating at MLK Commemorative Program
- Recognition during pre-program video broadcast on large projection screens

Friends: [\$100 to \$499]

- Recognition on Acknowledgements Page of MLK Commemorative Program
- Recognition during pre-program video broadcast on large projection screens

Helping to Keep the Dream Alive: [\$99 and Below Gifts]

- All donations are appreciated and vital to our efforts to sustain this Annual High Quality Program.

Martin Luther King, Jr. Holiday Celebration

Lexington, KY



Presenting Sponsor:

University of Kentucky and Lexington Fayette Urban County Government

Other Available Sponsorship Levels

- Sustainer Level: \$5,000 and Above Gifts
- Sponsor Level: \$2,500 - \$4,999
- Supporter Level: \$1,000 - \$2,499
- Contributor Level: \$500 - \$999
- Friend Level: \$100 - \$499
- Keep the Dream Alive Level: \$99 and Below Gifts

Sponsorship Confirmation:

Company Name: _____

Contact: _____ Email: _____

Address: _____

City: _____ State: _____ Zip: _____ Phone: _____

Fax: _____

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