

2015

SPONSORSHIP
OPPORTUNITY
INFORMATION



A DREAM ISN'T
OVER WHEN
YOU WAKE
UP...

THAT'S WHEN
IT BEGINS

10TH
ANNIVERSARY
MLK
DREAM
WEEKEND
ALL-TOGETHER. NOW.

MLK DREAM WEEKEND

JANUARY 15-17, 2015

Dear Prospective Sponsor,

2015 marks the tenth anniversary of the historic vote by Greenville County Council to recognize the King Holiday, which birthed MLK Dream Weekend. To commemorate this incredible milestone and celebrate the progress of diversity and inclusion in our community, we are honored to offer to Greater Greenville the tenth anniversary of MLK Dream Weekend. The mission of MLK Dream Weekend is to honor Dr. King's legacy through a collaboration of community leaders, business executives, civic organizations and academic institutions to encourage and implement scholarships, diversity, community service and other values that represent Dr. King.

At our first banquet in 2006, our speaker, Dr Bernice King, the daughter of Dr. Martin Luther King Jr, referred to Greenville county's status as allegedly the last county in the nation to approve the King Holiday, and she said "the last shall be first." As a community, we should proudly look back over the 10 years since the holiday was approved and recognize our tremendous growth in the areas of diversity and inclusion. Many companies, businesses, university initiatives, and community entities have been intentional about making diversity a priority in the vision and mission of their organizations. Our area is touted as an up and coming international community, attracting new residents from various parts of the world that feel at home in Greenville, SC. There has been great progress, yet as a community we continue to confront and overcome the challenges that prevent even further progress.

2015 MLK Dream Weekend will kick-off with our MLK Unity Prayer Vigil on Thursday, January 15, 2015, at 7:00p.m., at the Peace Center Graham Plaza. The MLK Diversity Banquet will take place Friday, January 16, 2015, at 7:00p.m., at the TD Convention Center with guest speaker Reverend Jesse Jackson. The MLK Community Day of Service (in conjunction with Hands on Greenville) will take place Saturday, January 17, 2015, at various locations throughout Greenville County. Join us as we celebrate what has been accomplished in our community at the hand of Jesse Jackson and so many others who were instrumental in the progress we have made.

We are honored that a key figure in recognizing the King holiday, an internationally recognized native of Greenville, and former two-time Presidential Candidate, the Rev. Jesse Jackson will be our guest speaker. Rev Jackson is uniquely qualified to speak at our 10 year celebration as a member of Dr King's inner circle, and one of the most highly regarded Civil Rights leaders of our time. As founder of the Rainbow PUSH organization, Rev Jackson has long been a champion of diversity, justice, and fairness for all people.

We will be honored to have your company reflect your commitment to diversity by participating as a sponsor of 2015 MLK Dream Weekend. We all benefit from the accomplishments of those who came before us and of those around us today. Together we can dream bigger and create change. This is why we need your help. We invite you to consider serving as a sponsor of the 2015 MLK Dream Weekend. This opportunity will deliver great benefits and give your organization exposure in the best possible light – one of compassion, togetherness and community spirit. If we work together as a community, we can help people get on a path toward fulfilling their dreams. We ask that you carefully consider this opportunity to serve as a sponsor. Enclosed you will find sponsorship descriptions and a form. We appreciate your support and consideration. To learn more please visit us at www.MLKDreamWeekend.com.

Sincerely,



Pastor Curtis Johnson, M. Div
Founder and Co-Chair of MLK Dream Weekend



Dr. Phillip Baldwin
Co-Chair of MLK Dream Weekend

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MLK DREAM WEEKEND QUICK FACTS

OUR VISION:

The vision of MLK Dream Weekend is to be the premier community-wide organization that honors the legacy of Dr. Martin Luther King, Jr. in the Upstate of South Carolina.

OUR MISSION:

The mission of MLK Dream Weekend is to honor Dr. King's legacy through a collaboration of community leaders, business executives, civic organizations and academic institutions to encourage and implement scholarships, diversity, community service and other values that represent Dr. King.

2015 OBJECTIVES:

- Organize and execute events and initiatives to honor Dr. King's legacy and represent his ideals.
- Create a spirit of togetherness among all members of the Greenville community.
- To inspire and remind the Greenville community what people have and can accomplish as a result of Dr. King's dream.
- Award local, deserving, youth with college scholarships.

2014 SUCCESSES:

- Approximately 1100 people attended the MLK Dream Weekend Diversity Banquet with keynote speaker, Mayor Joseph P. Riley, Jr.
- Approximately 100 people attended the MLK Prayer Vigil.
- Approximately 400 people participated in MLK Community Day of Service (in conjunction with Hands on Greenville), which consisted of approximately a dozen different service projects at venues throughout Greenville County.
- 10 scholarships were awarded to upstate deserving youth totaling over \$100,000:
 - AALG Dreamer (\$2,000) – Alyssa Bush, Hillcrest High School
 - Clemson Dreamer (\$16,000 – \$4,000 for four years) – Christian Monsalve, Mauldin High School
 - Coretta Scott King Dream Keeper (\$3,500) – Colette Terlitsky, Mauldin High School
 - St. Anthony of Padua Catholic Church & School Dreamer (\$2,000) – Shayna Smith, Woodmont High School
 - Furman Dreamer (\$60,000 – \$15,000 for four years) – Dina Estrada Ruiz, Greenville Senior High School
 - Greenville Technical College Curtis Harkness Dreamer (\$3,000) – Robert Johnson, Mauldin High School
 - Michelin North America CSK Dreamer (\$5,000) – Jennifer Moreno, Mauldin High School
 - Michelin North America MLK Dreamer (\$5,000) – David Wilson, Southside High School
 - MLK Young Dreamer (\$3,500) – Taylor Ferguson, Dorman High School
 - USC Upstate Dreamer (\$3,500) – Xiomara Torres, Greer High School

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MLK DREAM WEEKEND QUICK FACTS – CONTINUED

PAST DIVERSITY BANQUET SPEAKERS:



Dr. Bernice King
2006



Martin Luther King, III
2007



Dr. Terrence Roberts
2008



Les Brown
2009



Lynn Whitfield
2010



Coach Herman Boone
2011



Roland Martin
2012



Nikki Giovanni
2013



Mayor Joseph P. Riley, Jr.
2014

PAST EVENTS:

During its ten years of existence, MLK Dream Weekend partnered with local organizations to bring the following events and initiatives to the Greenville community:

Diversity Banquet • Health Fair & Blood Drive • Job Fair • Career Workshops • Economic Empowerment Initiatives • Business Creation & Development Workshop • 5k Unity Race & 1 Mile Fun Walk • Kid Biz • Voter Registration Drives • Young Dreamers' Day • Youth Community Service Projects • Youth Play, "Where Do we Go from Here" • Youth Talent Showcase • Multicultural Fair • Sisters Speak & Brothers Speak Youth Forums • Coretta Scott King Candlelit Vigil • Teen Dream Night Talent Competition • Champions of Dreams Community Day • Non-profit Showcase • Day of Dreams • MLK Prayer Vigil • MLK Dream Weekend Dreams in Action • Community Volunteer Day

PAST SPONSORS:

107.3 JAMZ/Summit Media Corporation • AALG • Advance America • Adore Amore • Amy Clifton Photography • Bethlehem Baptist Church • BI-LO • BlueCross BlueShield • Bon Secours St. Francis Health System • BMW • Brown Mackie College • Certus Bank • Charter Communications • City of Greenville • Clemson University • Clemson University/ICAR • Empowerment Zone • Epsilon Tau Omega Chapter of Alpha Kappa Alpha Sorority, Inc. • Erwin-Penland • Fairway Outdoor • Furman University • G-5 • Goodwill Industries • Greenville Business Magazine • Greenville Chamber • Greenville Chamber of Commerce CAPACITY • Greenville Drive • Greenville Health System • Greenvilleonline.com • Greenville Police Department • Greenville Technical College • Greenville Transit Authority • Hands on Greenville • Hyatt Regency Greenville • Juan Johnson Consulting & Facilitation, LLC • KelleyandKelleyPhotography • Lexus of Greenville • Life Center Ministries • Lockheed Martin • Long Branch Baptist Church • Michelin North America • Ogletree Deakins • PECULIAR • Rainey & Brown, LLC Attorneys at Law • Redemption World Outreach • Riley Institute at Furman • Rotary International • St. Anthony of Padua Catholic School • State Farm • Soultrax Gospel Entertainment Showcase • SunTrust • The Blood Connection • The Greenville News • theideagroup • The Upstate Network • Upcountry History Museum • Upstate Regional Coalition USC Upstate • Valley Brook Outreach Baptist Church • Wal-Mart • White Holdings • Womble Carlyle Sandridge & Rice • WLAS Radio Network • WMYA

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SPONSORSHIP PACKAGES

2015 sponsorship packages provide a range of marketing and brand exposure before, during and after the MLK Dream Weekend events.

Diversity Banquet Table Purchase: \$550 for table of 10 (individual tickets are \$60 each)

Table cost represents a \$50 discount on a total of 10 tickets.

Description of Benefits	Diamond* \$25,000 (Presenting Sponsor)	Platinum \$10,000	Gold \$5,000	Silver \$1,000
Brand Exclusivity	Yes	No	No	No
Sponsor recognition in broadcast TV & Radio advertisements (if received by October 31, 2014)	Yes (as presenting sponsor)	No	No	No
Sponsor recognition on event signage placed in high traffic areas	Yes (as presenting sponsor)	Yes (Logo)	Yes (Name Only)	No
Color Ad in MLK Dream Weekend Commemorative Book (Given to MLK Diversity Banquet Attendees)	Full Page (Back Cover)	Full Page	Half Page	Quarter Page
Sponsor recognition on 8.5 x 5.5 event flyers (if received by October 31, 2014)	Yes (as presenting sponsor)	Yes (Logo)	Yes (Name Only)	No
Sponsor recognition in newspaper print ad(s)	Yes (as presenting sponsor)	Yes (Logo)	No	No
MLK Diversity Banquet table with sponsor title display	Yes (5 tables)	Yes (3 tables for cash sponsors/ 1 table for in-kind sponsors)	Yes (2 tables for cash sponsors/ 1 table for in-kind sponsors)	Yes (1 table for cash sponsors/ 5 tickets for in-kind sponsors)
Sponsor logo with link to sponsor's website on www.MLKDreamWeekend.com	Yes	Yes	Yes	Yes
Targeted e-blast campaign with sponsor recognition	Yes (Logo)	Yes (Logo)	Yes (Name Only)	No
Sponsor recognition on MLK Diversity Banquet PowerPoint (by sponsorship level)	Yes (Logo)	Yes (Logo)	Yes (Logo)	Yes (Logo)
Sponsor recognition in publicity kit to media sources (by sponsorship level)	Yes	Yes	Yes	No
Recognition from podium at MLK Diversity Banquet	Yes (Greetings from Representative)	No	No	No

- Deadline to secure sponsorship is **October 31, 2014**. MLK Dream Weekend cannot guarantee all benefits if received after this date.
- Checks are payable to MLK Dream Weekend.
- A 15% discount will be allotted for the sponsorship levels for churches and nonprofit organizations if received by October 31, 2014.
- All in-kind sponsorship offers are subject to review and approval of the MLK Dream Weekend Executive Board.
- Maximum number of MLK Diversity Banquet tables that all in-kind sponsors can receive as part of their sponsorship is one table (10 tickets).
- In-kind scholarship sponsor benefits listed separately on next page.

*Diamond level sponsorship ("Presenting Sponsor") is limited to one cash paying organization only (in-kind sponsors ineligible) and is accepted based on date of submission of completed form and payment in full.

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IN-KIND SCHOLARSHIP SPONSORS

MLK Dream Weekend is very fortunate to have the partnership of many organizations and academic institutions to help us offer scholarships to deserving Upstate youth. In conjunction with these great partnerships, in 2015 we plan to award several scholarships totaling over \$100,000. So that we can continue this great tradition, it is necessary that we keep our overhead cost down, but also extremely important to us that we recognize our in-kind scholarship sponsors in a significant way for their generosity and support of MLK Dream Weekend.

Please note that in-kind scholarship sponsors are those organizations and institutions that provide funding which covers the cost of the scholarship(s) being offered or waive all, or a portion of the tuition fee that would normally apply. If you have questions about whether or not you fall into this category, please see a member of the MLK Dream Weekend Executive Board, or email us at info@mlkdreamweekend.com.

For 2015, we are happy to offer the following benefits to our in-kind scholarship sponsors.

Description of Benefits	Platinum (\$10,000 - \$15,000)	Gold (\$3,000 - \$5,000)	Silver \$2,000
Company recognition on event signage in high traffic areas by sponsorship level	Yes (Logo)	Yes (Logo)	No
Color Ad in Commemorative Book (Given to MLK Diversity Banquet attendees)	Yes (Full Page)	Yes (Half Page)	Yes (Quarter Page)
Sponsor recognition on 8.5 x 5.5 event flyers	Yes (Logo)	Yes (Name Only)	No
Sponsor recognition in newspaper print ad(s)	Yes (Logo)	Yes (Name Only)	No
Company logo with link to sponsor's website on www.MLKDreamWeekend.com	Yes	Yes	Yes
Targeted e-blasts with sponsor recognition	Yes (Logo)	Yes (Name Only)	No
Sponsor recognition in MLK Diversity Banquet PowerPoint (by sponsorship level)	Yes (Logo)	Yes (Logo)	Yes (Logo)
Sponsor recognition in publicity kit to media sources (by sponsorship level)	Yes	Yes	Yes
Opportunity for sponsor representative to serve on the MLK Scholarship Selection Committee	Yes	Yes	Yes
Opportunity for sponsor representative to present the scholarship award on stage at the Diversity Banquet and have picture taken with recipient	Yes	Yes	Yes

We request that our in-kind scholarship sponsors purchase a minimum of one table (10 per table) at the MLK Diversity Banquet and host the student the sponsor will be awarding and his/her parent(s) at their table. The cost per table is \$550. We feel that such a gesture is appropriate and a great opportunity to get to know the student you are helping in a tremendous way. While we would love to be able to provide a table to all our in-kind scholarship sponsors, there's a significant hard cost to MLK Dream Weekend that we would incur which compromises our ability to offer more scholarships at increased amounts from previous years. We are fortunate that the majority of our scholarship sponsors already support the MLK Diversity Banquet with a table purchase.

- Deadline to secure sponsorship is **October 31, 2014**. MLK Dream Weekend cannot guarantee all benefits if received after this date.
- Deadline to secure scholarship sponsorship is July 31, 2014..

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SPONSORSHIP FORM

2015 MLK Dream Weekend

Deadline to secure general sponsorship is October 31, 2014
Deadline to secure scholarship sponsorship is July 31, 2014.

Sponsor Information

Sponsor: _____

Contact Name: _____

Phone: _____ Alternate Phone: _____

Address: _____

City: _____ State: _____ Zip: _____

Fax: _____ E-mail: _____

Type of Business: _____

Please select from the following

☐ For Profit ☐ Non-Profit

☐ Diamond Sponsor — \$25,000

☐ Platinum Sponsor — \$10,000

☐ Gold Sponsor — \$5,000

☐ Silver Sponsor — \$1,000

☐ Diversity Luncheon Table of 10 — \$550 Quantity: _____

☐ Additional Diversity Luncheon Tickets — \$60 each Quantity: _____

☐ I wish to purchase additional tickets to be donated to students, senior citizens or others who would like to attend but cannot afford the ticket price. MLK Dream Weekend will distribute these tickets accordingly.
— \$60 each Quantity: _____

Scholarship Sponsors:

☐ Platinum Sponsor — \$10-15,000

☐ Gold Sponsor — \$3-5,000

☐ Silver Sponsor — \$2,000

Please make check payable to:
MLK Dream Weekend and mail
completed form and other
required materials to:

MLK Dream Weekend
33-A Ray E. Talley Court, Suite #315
Simpsonville, SC 29680

I understand that submitting this form is not a guarantee of sponsorship status. Upon review and acceptance, MLK Dream Weekend will confirm approval in writing. This clause is only to ensure that there is no duplication of business categories serving in a sponsorship level that provides exclusivity rights. Sponsorship donations are tax deductible.

Sponsor Date

MLK Dream Weekend Date

Please be sure to reference the checklist of materials required (located on the last page of this packet) before you submit your completed packet.

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2015 EVENTS

Thursday, January 15, 2015

MLK Prayer Vigil, 7:00 p.m.
Peace Center Graham Plaza

Friday, January 16, 2015

MLK Diversity Banquet, 7:00 p.m.
TD Convention Center

Saturday, January 17, 2015

Community Day of Service, 10:00 a.m. - 12 noon
(in conjunction with Hands on Greenville)
Various locations throughout Greenville County

* Events are subject to change.

Sponsor Checklist of Materials

- Completed form
- Check payable to MLK Dream Weekend
- Logo in EPS and JPEG format (300dpi in color)
- Ad for Commemorative Book
 - (all ads should be submitted as hi-res, 300dpi, PDF in color)
 - Diamond—Full Back Cover Page (7.5" W x 9.5" H)
 - Platinum—Full Page (7.5" W x 9.5" H)
 - Gold—Half Page (7.5" W x 4.75" H)
 - Silver—Quarter Page (3.678" W x 4.75" H)