

CITY OF INGLEWOOD
37th Annual Dr. Martin Luther King
Day Celebration
Sponsor Packet

To Our Prospective Sponsors:

The City of Inglewood will host its annual Dr. Martin Luther King, Jr. Day Celebration on **Saturday, January 18, 2020**. Next year's Celebration represents Inglewood's 37th annual commemoration of Dr. King's life and legacy. Inglewood was one of the first cities in the nation to designate Dr. King's birthday as a legal holiday. This letter seeks your support of this momentous event.

Each year, over three thousand individuals including residents, youth, community leaders, and others participate in our King Day Celebration as a way of commemorating Dr. King's life and legacy. Inglewood's 2020 King Day celebration will begin with a commemorative service at The Tabernacle at Faithful Central Bible Church located at 321 N. Eucalyptus Avenue, followed by an all new parade along Manchester Boulevard. The day's events will culminate with a family festival along Market Street between Florence Avenue and Hillcrest Boulevard. The theme for the 2020 event is **"I Chose Peace, Love and Respect."**

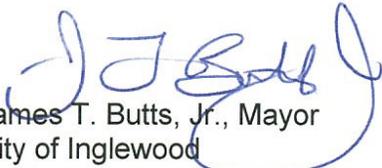
The day's events are designed to bring families together to reflect on Dr. King's Dream, his life, and his accomplishments. We also hope that participants will consider how their life will further and or build upon the ideals of Dr. King. The event will feature performances by local choirs and community groups, as well as youth from Inglewood schools, commercial vendors, and health screenings. Additionally, young speakers from our citywide Dr. Martin Luther King, Jr. Speech Contest will present their award-winning speeches.

We invite your support as a sponsor of this event. This packet details the various levels of sponsorship available. At the highest level – Platinum - your organization will receive prominent recognition as a "presenting" sponsor and partner in this event. You will also receive logo placement on all printed advertisements, an exhibit booth, advance publicity on all written material, public acknowledgment on the day of the event, and post-event press. All contributors will be acknowledged for their support of the program.

We are anticipating attendance of more than 4000 participants during this year's event. This is an excellent opportunity to highlight your business while celebrating the life of Dr. Martin Luther King, Jr.

We look forward to working with you as a sponsor of the 37th Annual Dr. Martin Luther King Day Celebration.

Sincerely,


James T. Butts, Jr., Mayor
City of Inglewood


Henry Brown, Chair
Dr. Martin Luther King, Jr. Day Planning Committee



SPONSORSHIP OPPORTUNITIES

DEADLINE FOR SPONSORSHIP: December 12, 2019

Diamond (Presenting) Sponsorship.....\$10,000

The Presenting Sponsor is the most prestigious sponsor of the event and has significant and valuable benefits.

The benefits of the Platinum Presenting Sponsor are:

- Company Logo on Printed Advertisements (major placement)
- Company Logo Placement at Event (signage and banners)
- Company Name mentioned in radio promotions with acknowledgement as presenting sponsor
- Company Name mentioned on stage as a presenting sponsor the day of the event
- Full-page Ad (Inside Cover) in Event Program
- Exhibit/Vendor Booth at Family Festival
- Advance Publicity on all Written Material
- Public Acknowledgment on the Day of Event (print and broadcast)
- Acknowledgment in Post Press

Platinum Sponsorship (Co-sponsor)\$5,000

Co-sponsorship is perfect for companies that want to demonstrate their support for community and cultural events.

The benefits of the Platinum Co- Sponsor are:

- Company Logo on Printed Advertisements
- Company Name mentioned in radio promotions
- Company Name mentioned on stage as a co-sponsor the day of the event
- Full-page Ad in Event Program
- Exhibit/Vendor Booth at Family Festival
- Advance Publicity on all Written Material
- Public Acknowledgment on the Day of Event (print and broadcast)
- Acknowledgment in Post Press

Gold (Area) Sponsorship.....\$2,500

The Area Sponsor is one of the most important sponsors of the event. Each Gold Area Sponsor will have an opportunity to sponsor a component of the commemorative service, festival stage, or pavilion(s).

The benefits of the Gold Area Sponsor are:

- Company Name on Printed Material
- Half-page Ad in Event Program
- Exhibit/Vendor Booth
- Advance Publicity on all Written Material
- Public Acknowledgment on the Day of Event (print and broadcast)

Gold Sponsorship Areas:

Speech Contest–Youth from Inglewood schools and churches will compete in four grade categories including the early elementary (K-2); elementary (3-5); middle school (6-8); and high school (9-12) grade levels. Contestants in each category will present an original speech designed to move America today, just as Dr. King did in his time.

- Community Services** – Knowing what community resources are available to aid families and how to access them is invaluable in the time of need. This area will highlight local non-profits and other agencies that provide a variety of health and human services to children, families, and senior citizens.

- King's Kid Korner** – This area provides a variety of arts and craft activities and interactive games for children and families. The Kid's Korner promises to be a high-energy area with lots of fun for all ages. Although this area is geared toward youth, it will be fun for adults as well. In addition, it will allow parents an opportunity to have their children entertained in a safe environment while they themselves can enjoy the festival.
- Main Stage** – A variety of talented performing artists will be featured on the Main Stage throughout the day. Performances will range from Soul and R&B and Latin music to African dance, Ballet Folklorico, Spoken Word, and more!
- Food Court** – This area will allow local restaurants, caterers, and grocery stores to highlight their products. A variety of foods will be offered for sale and free samples will also be distributed.

Silver Sponsorship (Contributor)\$1,000

This level of sponsorship provides a great marketing opportunity for businesses that want to reach festival goers on the day of the event.

The benefits of the Silver Co-sponsor are:

- Name on Printed Material
- Quarter-page Ad in Event Program
- Exhibit/Vendor Booth
- Advance Publicity on all Written Material
- Public Acknowledgment on the Day of Event (print and broadcast)

Bronze (Friend) Sponsorship\$500

The benefits of the Bronze Contributor Sponsor are:

- Public Acknowledgment on the Day of the Festival (Print)
- Name listed as Contributor in Event Program
- Exhibit/Vendor Booth

General Donationsless than \$500

All donations toward the production of the 37th Annual Dr. Martin Luther King Day Celebration are welcomed.

The benefits of making a general donation are:

- Public Acknowledgment on the Day of the Festival (print)

In-Kind Sponsorship

In-Kind sponsorships consist of a donation of a certain product or service instead of direct financial contribution. For example, a news organization may provide print advertising, a hotel may provide rooms, a restaurant may provide food for talent and volunteers, etc., in exchange for being recognized as a sponsor. There are numerous possibilities. The "market value" of the contribution must meet or exceed the specified amount listed in the sponsorship levels described above in order to qualify for sponsorship status. There can also be a combination of monetary and In-Kind contributions. In-Kind sponsor benefits will be based on the total "market value" of the donation and matched with benefits at the sponsorship levels described. Please contact Sabrina Barnes at (310) 412-8750 to discuss the various options available.

IMPORTANT: To ensure proper advertising exposure benefits, we must receive a camera ready copy of your company logo, your company logo on disk, or electronically by December 12, 2019. **Compliance with the deadline ensures maximum exposure for you!**

Terms and Conditions of Sponsorship

The terms and conditions outlined herein have been established for the mutual benefit and protection of the Sponsor, Event Patrons, and City of Inglewood – Inglewood Community Services Corporation - and may not be modified unless in writing signed by both parties. The Sponsor agrees to these terms and conditions as an integral part of this binding contract. Please read carefully to avoid any misunderstandings.

1. Checks, cashiers checks, and money orders are acceptable forms of payment. Sponsorship benefits are conditional upon payment of sponsorship fee. The Sponsorship fee is due at the time of commitment, and in any case, payment in full is due prior to the event.
2. The sponsor benefits listed in this document for each respective sponsorship level constitute the entire package of benefits offered to sponsors. The City of Inglewood is under no obligation to provide additional benefits not mentioned in this document, whether promised otherwise or not, unless agreed, in writing by the Director of Parks, Recreation and Community Services.
3. Unless otherwise stated in writing by the Sponsor, the Sponsor permits the City of Inglewood to use the Sponsor's name and/or logo in promotional materials, advertising, and public announcements relating to the Event. The Sponsor further represents and warrants that it has the right to grant this permission. It being understood that the Sponsor shall retain all ownership rights in its trademarks, and that any goodwill related to the use of the Sponsor's trademarks shall inure to the benefit of the Sponsor, the Sponsor shall hold the City of Inglewood harmless against any and all actions related to the City's use of the Sponsor's trademarks.
4. The City of Inglewood reserves the right to decline the sponsorship support of any organization or firm.

Commemorative Program Book Advertising Specifications

Add Colors: Four-color process will be used for the exterior pages. Full-page color ads are also available (See Rate Sheet). All other ads on interior pages will be B&W.

Ad Dimensions

Inside Cover/ Full Page	7.25" X 10"	(pre-existing 7x10 ads accepted)
Half Page	7.25" X 5"	
1/4 Page	3.5" X 5"	
Business Card	3.33" X 2.5"	
Supporter and Patron	Name will be listed.	

EMAIL ARTWORK TO
mlkcommittee@cityofinglewood.org

Program Book Deadline: Camera-ready (with payment): December 12, 2019. **ALL ADS MUST BE CAMERA READY.**

Electronic File Formats Accepted: Final book size will be 8.5 x 11 inches. **Artwork for ads should be submitted electronically in one of the following formats:** PDF with fonts embedded (Preferred), High Resolution JPG (300 dpi) or High resolution TIFF (300 dpi). **WE CANNOT ACCEPT ADS CREATED IN MICROSOFT WORD.** The ad purchaser is responsible for providing ad artwork in the proper format. Low resolution files will not reproduce well; the City of Inglewood will not be responsible for poor production quality if ads are submitted incorrectly.

Sponsorship and Exhibitor Agreement

(PLEASE PRINT OR TYPE)

ORGANIZATION/COMPANY: _____ PHONE: _____

CONTACT NAME: _____ TITLE: _____

ADDRESS/CITY/ZIP: _____

FAX: _____ EMAIL: _____

TYPE OF BUSINESS: _____

SPONSORSHIP OPTIONS

(DETAILS REGARDING EACH LEVEL OF SPONSORSHIP CAN BE FOUND IN THE PRECEDING PAGES OF THIS PACKET)

_____ **Diamond (Presenting) Sponsorship**\$10,000*
_____ **Platinum Sponsorship**\$5,000*
_____ **Gold (Area) Sponsorship**\$2,500*

Sponsorship Areas (select one):

- Speech Contest Community Services Dr. King's Kid Korner
 Main Stage Food Court

_____ **Silver (Co-Sponsor) Sponsorship**\$1,000*
_____ **Bronze (Contributor) Sponsorship**\$500
_____ **General Donations**less than \$500
_____ **In-Kind Sponsorship**

In-Kind sponsorships consist of a donation of a certain product or service instead of direct financial contribution and are based on the total "market value" of the donation. Please contact Sabrina Barnes at (310) 412-8750 to discuss the various options available.

EXPLAIN: _____ VALUED AT: _____

* Reminder to Diamond, Platinum, Gold and Silver Sponsors – please submit advertisement(s) consistent with Program Book advertising specifications.

METHOD OF PAYMENT

TOTAL DUE: \$ _____ Invoice Us P.O. # _____

TOTAL AMOUNT ENCLOSED: \$ _____ Check Money Order Cashiers Check

By signing this agreement, the party confirms that they have read and understand the attached terms and conditions and have entered into a legally binding contract with the 37th Annual Dr. Martin Luther King Day Celebration (City of Inglewood).

SIGNATURE: _____ TITLE: _____ DATE: _____

MAKE PAYABLE TO: Inglewood Community Services Corporation

MAIL OR DELIVER TO: ATTN: Sabrina Barnes, Inglewood Parks, Recreation and Community Services Department,
One Manchester Blvd., Suite 500, Inglewood, CA 90301. FOR MORE INFORMATION CALL: (310) 412-8750

DEADLINE FOR SPONSORSHIP: December 12, 2019



37th Annual Dr. Martin Luther King Day Celebration, C/O Inglewood Parks, Recreation and Community Services Department,
One Manchester Blvd., Suite 500, Inglewood, CA 90301 – 310.412-8750

