

OUR WORK

- Plan and facilitate one of the largest and longest-running annual MLK luncheons in the country.
- Provide scholarships to graduating high school seniors throughout the tri-counties (more than \$100,000 to date).
- Conduct middle school (6th–8th) and high school (9th–11th) essay contests.
- Present the King Legacy and Service Awards to exemplary citizens who have made a substantial contribution to the commission's work and toward continuing Dr. King's legacy.
- Provide financial support to human service agencies that meet critical community needs, such as the YMCA, Greater Lansing Food Bank and American Cancer Society (more than \$70,000 to date).



PREVIOUS SPONSORS



P.O. Box 24112
 Lansing, MI 48909-4112
lansingmi.gov/mlk

Greater Lansing
DR. MARTIN LUTHER KING JR.
 Holiday Commission



ABOUT US

The nonprofit Greater Lansing Dr. Martin Luther King Jr. Holiday Commission is dedicated to preserving the legacy and teachings of Dr. King, supporting community agencies and empowering youth to achieve educational goals.

The Greater Lansing Dr. Martin Luther King Jr. Holiday Commission – consisting of appointed volunteers – has served as a staple of our community since 1984. The annual luncheon is the largest and longest running in the country honoring Dr. King, with proceeds from the event funding much-needed services in Greater Lansing.

WHY SPONSOR?

You can provide critically needed funds that help address our community's most pressing issues, such as literacy, youth violence, hunger, mentoring, education and community enrichment.

- Be recognized as a leading corporate citizen and highlight your organization's commitment to philanthropy, diversity and community building
- Gain exposure to thousands of luncheon attendees and Ad Book viewers
- Provide development and team-building opportunities to your employees
- Inspire other corporate citizens to join this effort

“ We pride ourselves on our commitment to the community, and our support of the Greater Lansing Dr. Martin Luther King Jr. Holiday Commission is very much in line with our philosophy of providing equal opportunities for all people.”

— **TIM DAMAN,**
LANSING REGIONAL
CHAMBER OF COMMERCE
PRESIDENT/CEO

SPONSORSHIP LEVELS

Diversity Partner – \$10,000*

“ 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. ”

— DR. MARTIN LUTHER KING JR.

Legacy of Service – \$5,000+

“ Life's most persistent and urgent question is, 'What are you doing for others?' ”

— DR. MARTIN LUTHER KING JR.

- Full-page ad (color)
- Premium table at luncheon (8 seats)
- Company logo on table centerpieces
- 8 invitations to private speaker's reception
- Professional photograph with keynote speaker**
- Framed certificate of sponsorship presented at reception
- Verbal recognition during events and receptions
- One copy of luncheon DVD**

Legacy of Hope – \$2,500+

“ We must accept finite disappointment, but never lose infinite hope. ”

— DR. MARTIN LUTHER KING JR.

- Full-page ad (color)
- Premium table at luncheon (8 seats)
- Company name on table centerpieces
- 2 invitations to private speakers reception
- One copy of luncheon DVD**

Legacy of Promise – \$3,500+

“ The hope of a secure and livable world lies with disciplined nonconformists who are dedicated to justice, peace and brotherhood. ”

— DR. MARTIN LUTHER KING JR.

- Full-page ad (color)
- Premium table at luncheon (8 seats)
- Company logo on table centerpieces
- 4 invitations to private speaker's reception
- Professional photograph with keynote speaker**
- Framed certificate of sponsorship presented at reception
- One copy of luncheon DVD**

Legacy of Justice – \$1,500+

“ The moral arc of the universe bends at the elbow of justice. ”

— DR. MARTIN LUTHER KING JR.

- Full-page ad (color)
- Premium table at luncheon (8 seats)
- Company name on table centerpieces
- One copy of luncheon DVD**

*Please contact us for sponsorship benefit details.

**Subject to availability.

BECOME A SPONSOR TODAY!

Contact a representative listed below. Please note that certain sponsor benefits may be time-sensitive. We respectfully ask that sponsor commitments be affirmed by December 15, 2017, and fulfilled by January 12, 2018.

ELAINE HARDY

CHAIRPERSON

517-285-9130

ehardy@cityofeastlansing.com

ANTHONY WINSTON JR.

COMMISSIONER

517-410-9035

anthonyduane@gmail.com

“ The Commission's work in the Lansing area public schools to develop young leaders to strengthen our community is work Cinnaire enthusiastically supports. ”

— **MARK MCDANIEL,**
CINNAIRE PRESIDENT/CEO

