

San Diego Alpha Foundation (SDAF)

501(C)3, EIN # 46-3297383

Dear Prospective Sponsor,

Celebrate, "Living the Dream!" throughout San Diego. In partnership with the San Diego Alpha Foundation a 501(c)3 Nonprofit, the Zeta Sigma Lambda Chapter of Alpha Phi Alpha Fraternity, Inc. hosts an annual Martin Luther King Jr. Parade. In 2024 we're adding a 5k Walk / Run and Festival to support our educational mentoring and scholarship programs.

To support our continuing efforts, we would like to invite you to partner with us in our 2024 MLK Parade, 5k Walk / Run and Festival to be held on Sunday, January 14, 2024.

Alpha Phi Alpha Fraternity, Inc. was established as an intercollegiate Greek-letter fraternity at Cornell University on December 4, 1906. Working through our national community program "Go-to-High-School, Go-to-College," our members emphasize the importance of achieving secondary and collegiate education as a road to advancement. Proven by statistics, the value of education in making the difference in the success of young men and women of color is paramount. Completion of school is the single best predictor of future economic success.

Zeta Sigma Lambda (ZSL), the San Diego chapter of Alpha Phi Alpha Fraternity, Inc. was chartered in 1957. Our mission is to develop leaders, promote brotherhood and academic excellence, while providing service and advocacy to our communities. Our local chapter facilitates and coordinates several activities intended to benefit at-risk and disadvantaged youth throughout the San Diego community.

Our organization will be celebrating our 42nd MLK Parade on Jan. 14th, 2024. We look forward to your support in continuing our great tradition by participating as a sponsor. For your reference, pricing forms for the sponsorship opportunities are included in this document.

The tax identification number for the San Diego Alpha Foundation is 46-3297383. A portion of contributions made to the San Diego Alpha Foundation are tax deductible (please consult with your personal tax preparer).

If you desire additional information, please contact Brian Samuels via email at BrianSamuels2002@yahoo.com, phone, (309)-287-0215 or visit <http://www.sandiegoalphas.com>.

We would greatly appreciate your support for the academic achievement of our youth!

Sincerely,

Brian E. Samuels
MLK Parade Chairman
Alpha Phi Alpha Fraternity, Inc.
Zeta Sigma Lambda

“Living the Dream!”

2024 Martin Luther King Jr. Parade, 5k and Festival | www.sandiegoalphas.com

SPONSORSHIP OPPORTUNITIES

Platinum Partner: \$10,000

- Prominent name and/or logo placement in digital advertising. (MLK event website, social media platforms & emails.)
- Company mention tagged in radio and television promotions.
- Prominent name and/or logo placement in all print advertising.
- Parade magazine ad and/or story. (Full page front or back cover.)
- Opportunity to address participants on the grandstand stage with your message. (3 mins., recorded or live.)
- Company banner(s) displayed on the MLK Parade and/or festival grandstand stage.
- Company signage throughout parade staging area route and/or festival. (Signage provided by sponsor is preferred.)
- Company name and/or logo displayed on a banner preceding your parade group of choice.
- Company name and/or logo displayed on the volunteer and runner T-shirts. (Prominent logo placement.)
 - 10 souvenir shirts for your organization.
- Company entry into the parade as participant of the parade procession.
- Promotional booth in parade staging area, along parade route and/or festival.
- Recognition by parade announcers before, during and after procession. Can be scripted messages read by announcer.

Gold Partner: \$ 5,000

- Name and/or logo placement in all digital advertising. Includes, event website, social media platforms and emails.
- Company mention tagged in radio and television promotions.
- Name and/or logo placement in all print advertising.
- Parade magazine ad and/or story. (Full Page)
- Company banner(s) displayed near the MLK Parade and/or festival grandstand stage.
- Company signage throughout parade staging area, route and/or festival. (Signage provided by sponsor is preferred.)
- Company name and/or logo displayed on a banner preceding your parade group of choice.
- Company name and/or logo displayed on the volunteer and runner T-shirts.
 - 5 souvenir shirts for your organization.
- Company entry into the parade as participant of the parade procession.
- Promotional booth in parade staging area, along parade route and/or festival.
- Recognition by parade announcers before, during and after procession. Can be scripted messages read by announcer.

Silver Partner: \$2,500

- Name and/or logo placement in all digital advertising. Includes event website, social media platforms and emails.
- Company mention tagged in radio and television promotions.
- Name and/or logo placement in all print advertising.
- Parade magazine ad and/or story. (Half Page)
- Company signage throughout parade staging area, route and/or festival. (Signage provided by sponsor is preferred.)
- Company name and/or logo displayed on a banner preceding your parade group of choice.
- Company name and/or logo displayed on the volunteer and runner T-shirts.
 - 2 souvenir shirts for your organization.
- Company entry into the parade as participant of the parade procession.
- Recognition by parade announcers before, during and after procession. Can be scripted messages read by announcer.

Bronze Partner: \$1,000

- Name and/or logo placement on MLK event website.
- Parade magazine ad and/or story. (Quarter Page)
- Company name and/or logo displayed on a banner preceding your parade group of choice.
- Company entry into the parade as participant of the parade procession.
- Recognition by parade announcers before, during and after procession. Can be scripted messages read by announcer.

Donor: \$1 - < \$1,000

- Mention on parade magazine donor list page.
- Donor list recognition when read by parade announcers during parade procession.

“Living the Dream!”

2024 Martin Luther King Jr. Parade, 5k and Festival | www.sandiegoalphas.com

SPONSORSHIP RESERVATION FORM

SPONSORSHIP CONTACT INFORMATION	
Please reserve the following sponsorship for myself / my company.	
COMPANY/DONOR NAME: <i>(As it should appear on your receipt.)</i>	
CONTACT NAME:	ADDRESS:
TITLE:	CITY, STATE and ZIP:
EMAIL: <i>(This is how we will send your receipt. Please print clearly)</i>	PHONE:

Please email Brian Samuels at BrianSamuels2002@yahoo.com or call at (309) 287-0215 to discuss your specific sponsorship interests.

SPONSORSHIP COMMITMENT	
Below is the sponsorship commitment for myself / my company.	
SELECT SPONSORSHIP LEVEL(S) <input type="checkbox"/> Platinum Partner \$10,000 <input type="checkbox"/> Gold Partner \$5,000 <input type="checkbox"/> Silver Partner \$2,500 <input type="checkbox"/> Bronze Partner \$1,000 <input type="checkbox"/> Donor \$1 - < \$1,000	
SIGNATURE	DATE:

Please return this form and check payable to “*San Diego Alpha Foundation*”:

San Diego Alpha Foundation
PO Box 502051
San Diego, CA 92150

A portion of contributions made to the San Diego Alpha Foundation are tax deductible (please consult with your personal tax preparer). We appreciate your support and thank you for your donation.

42nd Annual MARTIN LUTHER KING JR. PARADE, 5k & Festival



LIVE THE DREAM SAN DIEGO!

Sunday, January 14, 2024 – 9:30am – 5:00 PM

Harbor Drive - Embarcadero San Diego, CA



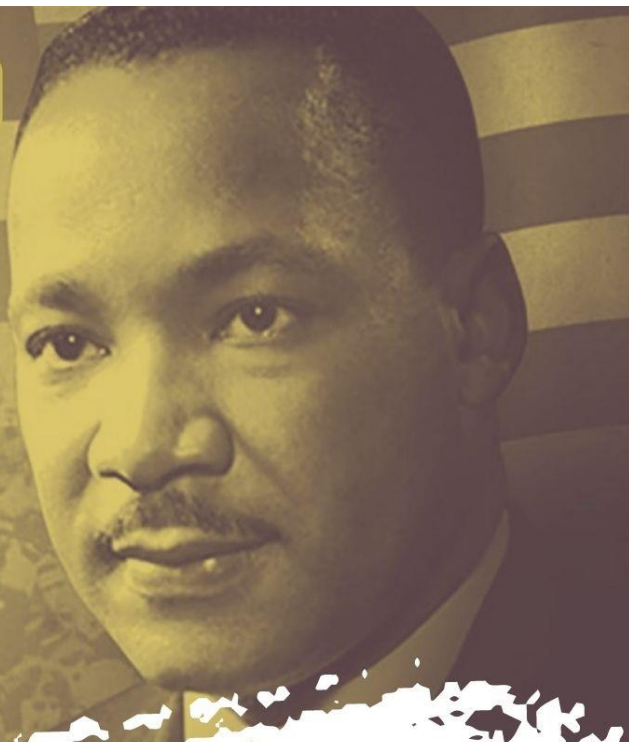
San Diego Alpha Foundation

www.sandiegoalphas.com/mlk-parade

San Diego Alpha Foundation is a registered 501(C)3, EIN # 46-3297383

DR. MLK WEEKEND

*A Healthy
Community Thrives
Together!*



SUNDAY, JANUARY 14TH

SAN DIEGO, CALIFORNIA

42nd Annual Dr. Martin Luther King Jr. Parade PARADE

10am, Harbor Dr. - Embarcadero

MLK 5K Walk / Fun Run
Walk, Jog, Run! Just move!

5K WALK / FUN RUN

1/14/24, 9:30am, Harbor Dr.

Harmony Health Fest
A healthy community thrives together!

FESTIVAL

1/14/24, 9:30 - 5pm, Ruocco Park

WWW.SANDIEGOALPHAS.COM

SDMLKPARADE@SANDIEGOALPHAS.COM

**SAN DIEGO ALPHA
FOUNDATION**

ΑΦΑ
Alpha Phi Alpha

