

The background image shows a parade float decorated with red and blue floral garlands. At the top of the float is a large, stylized portrait of Dr. Martin Luther King Jr. Below the portrait, a sign reads "DR. MARTIN LUTHER KING JR." and "SAN DIEGO STATE UNIVERSITY". The float is moving along a street with buildings and palm trees in the background.

Sponsorship Opportunity

San Diego

Dr. Martin Luther King Jr.

Parade, 5k Walk / Run and Festival

San Diego Alpha Foundation

501(c)(3) org.

ACTIVITIES TO BE FUNDED

- ▶ **Events:** Dr. Martin Luther King Jr. (MLK) Parade, 5k Walk / Run & Festival
- ▶ **Date / Time:** Sunday, January 14th, 2024 (9:30am – 5pm)
- ▶ **Location:** Harbor Dr., / Embarcadero, San Diego CA
 - ▶ Parade route: Harbor drive South, East on Broadway and South on Pacific Hwy.
 - ▶ 5K Walk / Run route: Same as parade above along with Embarcadero coastline.
 - ▶ Festival: Ruocco Park (Next to Sea Port Village)
- ▶ **Event Coordination-** San Diego Alpha Foundation **501(c)(3)** - sdalphafoundation.org
- ▶ **Contact Info.:**
 - ▶ **Email-** briansamuels2002@yahoo.com
 - ▶ **Phone-** Brian Samuels (309) 287 – 0215
 - ▶ **Parade website-** sandiegoalphas.com/mlk-parade

*Proceeds from this event support youth scholarship and mentorship programs.

About the MLK Parade, 5k and Festival

- ▶ The parade, 5k and Festival showcases commitment to honoring MLK's dream, and embracing the diversity of our residents, culture, and quest for equality.
- ▶ The San Diego MLK Parade is one of the largest celebrations for Dr. King and has been endorsed by his late wife Coretta Scott King.
- ▶ The parade is celebrating it's 42nd year in the San Diego community, while the 5k and festival inaugural year will be 2024.
- ▶ One of the most diverse parades in Southern California.
- ▶ Participants: Marching bands, youth groups, educational, non-profit, civic, military, commercial, junior and senior organizations, with floats, dancing, and performances from over 100 organizations.
- ▶ Performers hail from San Diego and surrounding counties of Orange, Los Angeles, Imperial, Riverside, and San Bernardino, as well as the great states of Arizona, Nevada, Texas and Louisiana.
- ▶ Bands judged by the Southern California School Band & Orchestra Assoc..
- ▶ Parade operates solely on donations & proceeds benefit scholastic endeavors.

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Promotion, Advertising & Recognition

We plan to promote and advertise the MLK events in multiple print publications, websites, social media, and radio and television stations. Television news coverage occurs week of the event. Sponsor recognition can occur in the following manner and can be customized to fit your needs.

- ▶ **Name and/or logo placement in all print advertising.**
 - ▶ As a sponsor you'll secure logo placement in all parade print promotions and advertising.
- ▶ **Sponsor organization name mentioned in radio, television and print media interviews and ads.**
 - ▶ Sponsors will receive multi-channel marketing benefits which include tagging your name in promos.
- ▶ **Name and/or logo placement in all digital advertising. (Parade website, social media platforms, emails.)**
 - ▶ Sponsors will enjoy logo placement in web promotions and advertising. (Includes links to sponsor sites when feasible.)
- ▶ **Name and/or logo placement on the volunteer and runner T-shirts.**
 - ▶ Your name and/or logo will be highly visible during the parade on volunteer shirts. This creates thousands of impressions from viewers, and participants keep the shirt as a memento, bringing increased visibility every time they wear it.
- ▶ **Signage throughout parade and 5k route and parade announcer message. (Signage provided by sponsor.)**
- ▶ **Parade Magazine ads and/or stories.**
 - ▶ As a sponsor you will secure ad space in our annual MLK Parade magazine. Spread your customized message to a mass audience.
- ▶ **Company entry into the parade as participant of the parade procession.**
- ▶ **Promotional booth in parade staging area, along parade route and/or the festival.**
- ▶ **Opportunity to address the parade participants on the grandstand stage with your message. (3 mins. live or recorded.)**

Past Promotional Opportunities (For example.)

- ▶ **Printed publication ads:** Past printed publication ads where your sponsorship recognition can be seen may include, but not limited to the following.

AAA Westways Magazine	San Diego Family	SD City Beat
San Diego Weekly Reader	San Diego Voice and View Point	San Diego Magazine
San Diego Union Tribune	Lighthouse San Diego	MLK Parade Magazine

- ▶ **Printed Flyers and Posters:** The ads we create for the printed publications may be printed as flyers and posters to distribute around San Diego county.

- ▶ **Radio and Television ads:** Past radio and television station ads where your sponsorship recognition can be mentioned may include, but not limited to the following.

CBS 8 / CW San Diego	NBC 7	Telemundo 20	KUSI-TV
95.7 Kiss	Magic 92.5	Z-90	Channel 93.3
98.1 KIFM	KOGO	XTRA Sports 1360 am	

- ▶ **Digital advertising / promotion:** Past digital ads promotions where your sponsorship recognition can be mentioned may include, but not be limited to the following. **Includes social media platforms and emails.**

MLK Parade website	KPBS	San Diego Family	Eventful	San Diego Magazine
Parade social media (Facebook, Twitter, etc.)	Union Tribune	SD City Beat	San Diego Weekly Reader	American Automobile Association (AAA)
Yelp	City of San Diego	County of San Diego	Port of San Diego	San Diego.org
Eventbrite	Patch	CBS 8 / CW San Diego	NBC 7 & Telemundo 20	KUSI-TV

Sponsorship Categories

Please consider sponsorship in one of the following categories. The MLK events are operated on a donation basis.

- Platinum Partner (Corporate): \$10,000
- Gold Partner (Corporate): \$5,000
- Silver Partner: \$2,500
- Bronze Partner: \$1,000
- Donor: \$1 - <\$1,000

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Platinum Partner (Corporate) \$10,000

In appreciation of your support platinum sponsors will receive the following benefits.

- ▶ **Prominent name and/or logo placement in all digital advertising. (MLK event website, social media platforms and 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 the 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.**

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Gold Partner (Corporate) \$5,000

In appreciation of your support gold sponsors will receive the following benefits.

- ▶ Name and/or logo placement in all digital advertising. Includes, MLK 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.

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Silver Partner (Corporate) \$2,500

In appreciation of your support silver sponsors will receive the following benefits.

- ▶ Name and/or logo placement in all digital advertising. Includes, MLK 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.

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Bronze Partner **\$1,000**

In appreciation of your support bronze sponsors will receive the following benefits.

- ▶ 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.

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Donor \$1 - <\$1,000

In appreciation of your support as a donor you will receive the following benefits.

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

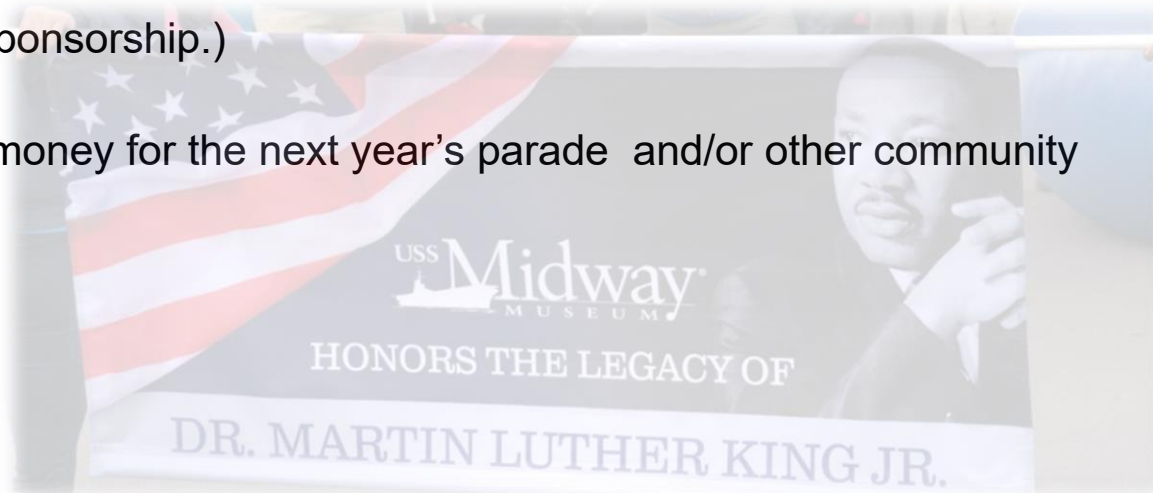


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Event Beneficiaries

Below are organizations and programs who benefit from the proceeds generated via the MLK events, after operating expenses are addressed. Note, we are a strictly volunteer organization with no paid board members.

Beneficiary Organization	% of Proceeds
San Diego Alpha Foundation (Scholarship & Mentorship Fund) Go to High School, Go to College mentorship and scholarship Program Alpha Male Mentorship Program	75%
Veterans Stand Down (Tent sponsorship.)	
Remaining 25% will be seed money for the next year's parade and/or other community events throughout the year.	25%



Funding Needs

Below is an example of funding needs for organizing such an event based on our 2023 actuals.

MLK Parade

- San Diego Police Dept. (SDPD) services - \$6,000
- Road Signage / Markers - \$5,000
- Portable restrooms and trash cans - \$4,000
- Event Insurance- \$3,000
- Staging and tent rental- \$3,000
- Official CA Band Judges - \$2,500
- Trash / recycling - \$1,500
- Port of San Diego Permit- \$1,500
- Volunteer T-shirts- \$1,500
- Banners and signage - \$1,500
- Tables and Chairs rental - \$1,000
- Awards and Trophies- \$900
- Medical Services - \$500
- MC / Host #1- \$600
- MC / Host #2- \$600
- DJ- \$600
- Photographer- \$500
- Volunteer food- \$500

Total: \$34,700

MLK 5k Walk / Run & Festival

- Participant and volunteer T-Shirts- \$3,000
- Banners and signage- \$2,500
- Chip timing- \$2,500
- Stage- \$2,000
- Participant Medals and awards- \$2,000
- Bibs- \$1,500
- Bands / Entertainment- \$1,500
- Porta potties and trash cans- \$1,000
- Table and chair rental- \$1,000
- DJ/MC- \$500
- Water stations- \$500
- Dumpsters- \$500

Total: \$18,500

Note, some high dollar cost items will be paid for via the MLK Parade budget and used for the 5k such as use of SDPD, Insurance, and street signs placed on route 2 weeks prior event for community awareness.

Summary

Sponsorship of these events shows that your organization is investing in the community in which you operate and supports the preservation of MLK's dream of freedom and equality. These all-inclusive events are an opportunity to showcase talent, culture, and togetherness for San Diego and surrounding communities. We'd love to partner with you in this endeavor.

If interested in being a sponsor or donor, please contact us via the following methods.

▶ **Contact Info.:**

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