



DR. MARTIN LUTHER KING, JR. COMMEMORATIVE COMMISSION 2019

Dear Friend and Partner:

The Dr. Martin Luther King, Jr. Commemorative Commission will observe its **37th Annual King Week Celebration in 2019**. Our theme, **THE COURAGE TO LEAD WITH A GREATER DETERMINATION** will commemorate the Dream and the Dreamer who affirmed, *"If you Can't Fly, then Run; if you Can't Run, then Walk; if you Can't Walk, then Crawl; but whatever you do, you have to keep moving forward"*

The MLK Commission is the largest consortium of MLK events in East Tennessee and we are especially grateful for the support that we receive annually from our friends and partners as well as the entire community. Without question, it is this tremendous support that has allowed our observance to be recognized as one of the nation's best King commemorations. Please join with us. We humbly request that you consider serving as a **MLK Sponsor**. A Sponsorship Form is attached for your review and consideration.

We have a sundry of MLK activities leading up to the national holiday on Monday, January 21, 2019. The upcoming celebration embraces several activities which focus on sharing the memory of Dr. Martin Luther King, Jr. Our commission continues to work diligently to provide a well thought and planned agenda that expresses upon unity and fellowship. The week's planned events highlight key aspects of encouraging members of the community to take part in the "King Week" festivity.

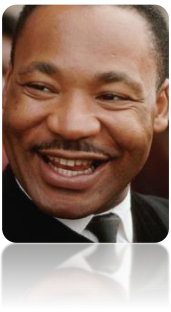
We look forward to the affirmative favor of your reply. If you would like additional information please feel free to contact me by email at chair@MLKKnoxville.org or you may visit our website anytime at www.MLKKnoxville.org.

Thank you for considering this commemoration as part of your Dr. King observance. Together, may we promote Dr. King's principles of non-violence, unity and love of all mankind.

Peace,

Mrs. Deborah Porter

Dr. Martin Luther King, Jr. Commemorative Commission, Chair



**DR. MARTIN LUTHER KING, JR.
COMMEMORATIVE COMMISSION**

Save the Dates
2019

Please make plans to join us in 2019 for another year of celebration and commemoration honoring the life and legacy of the Dream and the Dreamer.

DATE	EVENT
<p>Friday, January 4 5:00pm – 9:00pm</p>	<ul style="list-style-type: none"> • GALLERY OF ARTS TRIBUTE <i>Emporium Center/ Arts & Culture Alliance</i> The MLK Gallery of Arts Tribute will kick-off the 2018 King Week Celebration. The Galley of Arts Tribute is a juried exhibition developed to recognize local artists and most importantly honor the legacy of Dr. Martin Luther King, Jr.
<p>Wednesday, January 16 12:00pm – 1:00pm</p>	<ul style="list-style-type: none"> • INTERFAITH PRAYER SERVICE <i>Church Street United Methodist Church</i> The major opening of the MLK Celebration is traditionally an interfaith prayer service to bring people of our community from all faiths together in worship.
<p>Thursday, January 17 8:30am – 11:30am</p> <p>12:00pm – 2:00pm</p>	<ul style="list-style-type: none"> • LEADERSHIP EDUCATIONAL SYMPOSIUM <i>Rothchild Catering Center</i> A highlight of the MLK Celebration is the annual leadership symposium providing a forum for dialogue and exchange of information about social justice issues. • LEADERSHIP/AWARDS LUNCHEON <i>Rothchild Catering Center</i> The business leadership awards luncheon will bring businesses from all segments of Knoxville together to honor special people who have made a difference in our community and will feature a special Keynote Speaker.
<p>Friday, January 18 7:00pm – 8:30pm</p>	<ul style="list-style-type: none"> • COMMUNITY FORUM – OAK RIDGE ENVIRONMENTAL PEACE ALLIANCE <i>Beck Cultural Exchange Center</i> An especially important element in the MLK Celebration activities is a Community Forum with our partners of the Oak Ridge Environmental Peace Alliance.

DATE	EVENT
<p>Saturday, January 19 8:30am – 2:00pm</p> <p>8:30am – 2:00pm</p> <p>1:00pm – 2:30pm</p>	<ul style="list-style-type: none"> <p>YOUTH SYMPOSIUM <i>Austin-East High School</i> The MLK Jr. Commemorative Celebration Commission Youth Symposium team has again partnered with the Knoxville Chapter of Jack & Jill of America to provide a day of youth development and leadership training. We intend to continue to nurture and develop the next generation of leaders who will be inspired to reweave the fabric of our community.</p> <p>TEACHER IN-SERVICE TRAINING <i>Beck Cultural Exchange Center</i> The purpose of the MLK Teacher In-Service program is to provide a very special training session for teachers and other professionals that tie in directly with the life and legacy of Dr. Martin Luther King, Jr.</p> <p>Y.W.C.A. RACE AGAINST RACISM <i>Phyllis Wheatley Center</i> This 5K Run/1-Mile Walk and community event is a chance for Knoxville to celebrate diversity while working to create peace, justice and equality for all people.</p>
<p>Sunday, January 20 6:00pm – 8:00pm</p>	<ul style="list-style-type: none"> <p>A NIGHT WITH THE ARTS TRIBUTE /KNOXVILLE SYMPHONY ORCHESTRA & CARPET BAG THEATRE <i>Tennessee Theatre</i> This exciting program will be a fitting tribute to Dr. Martin Luther King's vision through a multi-faceted artistic presentation that includes some of our areas most gifted singers, actors, dancers, poets, and the MLK Holiday Celebration Choir.</p>
<p>Monday, January 21</p> <p>8:30am (Line-Up) 10:00am – 11:30am</p> <p>12:00pm – 2:00pm</p>	<ul style="list-style-type: none"> <p>MEMORIAL MARCH PARADE The purpose of the parade is to offer the community a visual and audible display in tribute to the life and works of Dr. Martin Luther King, Jr. The Parade route will stretch from <i>Chilhowee Park – Midway Entrance</i> on N. Beaman Street to the <i>Overcoming Believers Church</i> on Harriet Tubman Street.</p> <p>MEMORIAL TRIBUTE SERVICE <i>Overcoming Believers Church</i> The MLK Memorial Tribute Service culminates the MLK Memorial Parade and will feature a special Keynote Speaker.</p>

SPONSORSHIP FORM

DR. MARTIN LUTHER KING, JR. COMMEMORATIVE COMMISSION



The Dr. Martin Luther King Commission was formed in 1982 to commemorate the legacy of Dr. King: to reaffirm and reflect upon the American ideals of freedom, justice and peace. Thank you for your kind and generous support of this important work.

DONOR INFORMATION

Contact Name / Business Name	
Billing Address/ City / State / Zip	
Phone / Fax	
E-Mail	

SPONSORSHIP	SPONSORSHIP INFORMATION	AMOUNT	TOTAL
<i>MLK Celebration Underwriter</i>	<ul style="list-style-type: none"> • Underwriter Sponsorship Includes: <ul style="list-style-type: none"> ○ Lead Sponsor on the MLK Website Homepage ○ Lead Listing on all Printed Material including Mass Holiday Mailer ○ Premier Full-Page Ad in Souvenir Booklet and Underwriter Listing ○ Premier Listing on MLK Parade Banner ○ Media Coverage Acknowledgement ○ Logo on MLK Paraphernalia including T-Shirts ○ Acknowledgement at all MLK Events • Two (2) Premier Tables at Awards Luncheon, 10 People each • 20 Reserved Leadership Symposium Tickets 	\$2,500+	
<i>Gold Sponsor</i>	<ul style="list-style-type: none"> • Gold Sponsorship Includes: <ul style="list-style-type: none"> ○ Gold Level Listing on MLK Website ○ Gold Level Listing on Printed Material including Mass Holiday Mailer ○ Full-Page Ad in Souvenir Booklet and Gold Listing ○ Gold Level Listing on MLK Parade Banner ○ Gold Level Logo on MLK Paraphernalia including T-Shirts ○ Acknowledgement at all MLK Events • Two (2) Gold Placement Tables at Awards Luncheon, 10 People each • 20 Reserved Leadership Symposium Tickets 	\$1,500 - \$2,499	
<i>Silver Sponsor</i>	<ul style="list-style-type: none"> • Silver Sponsorship Includes: <ul style="list-style-type: none"> ○ Silver Level Listing on MLK Website ○ Full-Page Ad in Souvenir Booklet and Silver Listing ○ Acknowledgment at Awards Luncheon • One (1) Silver Placement Table at Awards Luncheon, 10 People each • 10 Reserved Leadership Symposium Tickets 	\$750 - \$1,499	
<i>Bronze Sponsor</i>	<ul style="list-style-type: none"> • Bronze Sponsorship Includes: <ul style="list-style-type: none"> ○ Bronze Level Listing on MLK Website ○ Full-Page Ad in Souvenir Booklet and Bronze Listing • One (1) Table at Awards Luncheon, 10 People each • 10 Reserved Leadership Symposium Tickets 	\$500 - \$749	
<i>General Sponsor</i>	<ul style="list-style-type: none"> • General Sponsorship Includes: <ul style="list-style-type: none"> ○ Full Page Ad in Souvenir Booklet and General Listing in Souvenir Booklet 	\$250 - \$499	
<i>Souvenir Booklet Ad</i>	Full Page Ad \$175 , A Half Page Ad, \$100 and One-fourth Page Ad \$75 .	\$75 - \$175	
<i>Luncheon Ticket</i>	Single Luncheon Ticket for Annual Awards Luncheon.	\$40	
TOTAL SPONSORSHIP AMOUNT ENCLOSED			

Please indicate your Sponsorship Level(s). Feel free to send your sponsorship as soon as possible and prior to **December 21, 2018**. Completed Forms may be forwarded to Arrangements@MLKKnoxville.com and payments can be made online using PayPal at www.MLKKnoxville.com or can be mailed along with checks **payable to the Dr. Martin Luther King, Jr. Commission, P.O. Box155, Knoxville TN 37901-0155**.

ACKNOWLEDGMENT

<input type="checkbox"/> I have enclosed \$ _____ <input type="checkbox"/> We have submitted our payment through PayPal on the MLK Website <input type="checkbox"/> Enclosed is a camera-ready black & white ad <input type="checkbox"/> Our 2019 Ad will be emailed directly to: SouvenirBook@MLKKnoxville.com	<input type="checkbox"/> Please use the ad from last year <input type="checkbox"/> Please send a confirmation of this contribution <input type="checkbox"/> Please contact me for volunteer opportunities <input type="checkbox"/> Feel free to use our email address for future correspondence Email Address: _____
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