



## DR. MARTIN LUTHER KING, JR. COMMEMORATIVE COMMISSION 2022

Dear Friend and Partner:

The Dr. Martin Luther King, Jr. Commemorative Commission will observe its **40<sup>th</sup> Annual King Week Celebration in 2022**. Our theme, **FORTY YEARS OF NOT TURNING AROUND: CONTINUING THE JOURNEY FOR JUSTICE AND EQUALITY** will commemorate the Dream and the Dreamer who affirmed, *“Let us not seek to satisfy our thirst for freedom by drinking from the cup of bitterness and hatred. And Justice is really love in calculation. Justice is love correcting that which revolts against love.”*

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 17, 2022. 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](mailto:chair@MLKKnoxville.org) or you may visit our website anytime at [www.MLKKnoxville.org](http://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*  
**2022**

*Please make plans to join us in 2022 for another year of celebration and commemoration honoring the life and legacy of the Dream and the Dreamer.*

DATE	EVENT
<p><b>Friday, January 7</b> <b>5:00pm - 9:00pm</b></p>	<ul style="list-style-type: none"> <li>• <b>GALLERY OF ARTS TRIBUTE</b> <i>Emporium Center/ Arts &amp; Culture Alliance</i> The MLK Gallery of Arts Tribute will kick-off the 2022 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.</li> </ul>
<p><b>Wednesday, January 12</b> <b>12:00pm - 1:00pm</b> Visit <a href="http://MLKKnoxville.com">MLKKnoxville.com</a> for further details</p>	<ul style="list-style-type: none"> <li>• <b>INTERFAITH PRAYER SERVICE</b> <i>Location to be determined</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.</li> </ul>
<p><b>Thursday, January 13</b> <b>8:30am - 11:30am</b></p> <p><b>12:00pm - 2:00pm</b></p>	<ul style="list-style-type: none"> <li>• <b>LEADERSHIP EDUCATIONAL SYMPOSIUM</b> <i>University of Tennessee - Student Union</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.</li> <li>• <b>LEADERSHIP/AWARDS LUNCHEON</b> <i>University of Tennessee, Student Union</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.</li> </ul>
<p><b>Friday, January 14</b> <b>7:00pm - 8:30pm</b></p>	<ul style="list-style-type: none"> <li>• <b>COMMUNITY FORUM - OAK RIDGE ENVIRONMENTAL PEACE ALLIANCE</b> <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.</li> </ul>

DATE	EVENT
<p><b>Saturday, January 15</b>  Visit <a href="http://MLKKnoxville.com">MLKKnoxville.com</a>  for further details</p>	<ul style="list-style-type: none"> <li> <b>JACK AND JILL ORATORICAL CONTEST</b>  <i>Virtual Event</i>  The MLK Jr. Commemorative Commission Youth Symposium team has again partnered with the Knoxville Chapter of Jack &amp; Jill of America to provide opportunities for students to enhance their oratorical and public speaking skills. The contest is comprised of students from local middle and high schools with the Knox County School district. </li> </ul>
<p><b>Monday, January 17</b></p> <p><b>8:30am (Line-Up)</b>  <b>10:00am – 11:30am</b></p> <p><b>12:00pm – 2:00pm</b></p>	<ul style="list-style-type: none"> <li> <b>MEMORIAL MARCH PARADE</b>  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. </li> <li> <b>MEMORIAL TRIBUTE SERVICE</b>  <i>Overcoming Believers Church</i>  The MLK Memorial Tribute Service culminates the MLK Memorial Parade and will feature a special Keynote Speaker. </li> </ul>
<p><b>Saturday, February 19</b>  <b>8:30am – 2:00pm</b></p>	<ul style="list-style-type: none"> <li> <b>MLK YOUTH SYMPOSIUM</b>  <i>Austin-East Magnet High School</i>  The MLK Jr. Commemorative Commission provides students of all ages with a full day of educational and entertaining activities to enhance their personal and professional development. </li> </ul>
<p><b>Saturday, March 26</b>  <b>8:30am – 2:00pm</b></p>	<ul style="list-style-type: none"> <li> <b>TEACHER IN-SERVICE TRAINING</b>  <i>Simpson Professional Training 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. </li> </ul>
<p><b>Monday, June 20</b>  <b>12:00pm – 4:00pm</b></p>	<ul style="list-style-type: none"> <li> <b>MLK COMMEMORATIVE COMMISSION &amp; THE BECK CENTER JUNETEENTH CELEBRATION</b>  The purpose of the celebratory event is to commemorate the federal holiday marked as the first anniversary of the day that African Americans learned of the Emancipation Proclamation and their freedom. The MLK Jr. Commemorative Commission will host a series of activities and uplifting events to celebrate amongst community members. </li> </ul>

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

**DONOR INFORMATION**

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

SPONSORSHIP	SPONSORSHIP INFORMATION	AMOUNT	TOTAL
<i>Platinum Underwriter Signature Sponsor</i>	<ul style="list-style-type: none"> <li>• <b>Platinum Underwriter</b> Sponsorship Includes:               <ul style="list-style-type: none"> <li>○ Sponsorship on the MLK Website Homepage with Logo</li> <li>○ Listing on all Printed Material including Mass Holiday Mailer</li> <li>○ Premier Full-Page Ad in Souvenir Booklet and Underwriter Listing</li> <li>○ Media Coverage Acknowledgement</li> <li>○ Logo on MLK Paraphernalia including T-Shirts</li> <li>○ Three (3) Platinum Placement Tables at Awards Luncheon, 10 People each</li> <li>○ 30 Reserved Leadership Symposium Seats</li> <li>○ Five (5) MLK Commemorative Medallions</li> </ul> </li> </ul>	\$5,000+	
<i>MLK Celebration Underwriter</i>	<ul style="list-style-type: none"> <li>• <b>Underwriter</b> Sponsorship Includes:               <ul style="list-style-type: none"> <li>○ Lead Sponsor on the MLK Website Homepage</li> <li>○ Lead Listing on all Printed Material including Mass Holiday Mailer</li> <li>○ Premier Full-Page Ad in Souvenir Booklet and Underwriter Listing</li> <li>○ Premier Listing on MLK Parade Banner</li> <li>○ Media Coverage Acknowledgement</li> <li>○ Logo on MLK Paraphernalia including T-Shirts</li> <li>○ Acknowledgement at all MLK Events</li> </ul> </li> <li>• Two (2) Premier Tables at Awards Luncheon, 10 People each</li> <li>• 20 Reserved Leadership Symposium Tickets</li> </ul>	\$2,500 - \$4,999	
<i>Gold Sponsor</i>	<ul style="list-style-type: none"> <li>• <b>Gold</b> Sponsorship Includes:               <ul style="list-style-type: none"> <li>○ Gold Level Listing on MLK Website</li> <li>○ Gold Level Listing on Printed Material including Mass Holiday Mailer</li> <li>○ Full-Page Ad in Souvenir Booklet and Gold Listing</li> <li>○ Gold Level Listing on MLK Parade Banner</li> <li>○ Gold Level Logo on MLK Paraphernalia including T-Shirts</li> <li>○ Acknowledgement at all MLK Events</li> </ul> </li> <li>• Two (2) Gold Placement Tables at Awards Luncheon, 10 People each</li> <li>• 20 Reserved Leadership Symposium Tickets</li> </ul>	\$1,500 - \$2,499	
<i>Silver Sponsor</i>	<ul style="list-style-type: none"> <li>• <b>Silver</b> Sponsorship Includes:               <ul style="list-style-type: none"> <li>○ Silver Level Listing on MLK Website</li> <li>○ Full-Page Ad in Souvenir Booklet and Silver Listing</li> <li>○ Acknowledgment at Awards Luncheon</li> </ul> </li> <li>• One (1) Silver Placement Table at Awards Luncheon, 10 People each</li> <li>• 10 Reserved Leadership Symposium Tickets</li> </ul>	\$750 - \$1,499	
<i>Bronze Sponsor</i>	<ul style="list-style-type: none"> <li>• <b>Bronze</b> Sponsorship Includes:               <ul style="list-style-type: none"> <li>○ Bronze Level Listing on MLK Website</li> <li>○ Full-Page Ad in Souvenir Booklet and Bronze Listing</li> </ul> </li> <li>• One (1) Table at Awards Luncheon, 10 People each</li> <li>• 10 Reserved Leadership Symposium Tickets</li> </ul>	\$500 - \$749	
<i>General Sponsor</i>	<ul style="list-style-type: none"> <li>• <b>General</b> Sponsorship Includes:               <ul style="list-style-type: none"> <li>○ Full Page Ad in Souvenir Booklet and General Listing in Souvenir Booklet</li> </ul> </li> </ul>	\$250 - \$499	
<i>Souvenir Booklet Ad</i>	Full Page Ad <b>\$175</b> , A Half Page Ad, <b>\$100</b> and One-fourth Page Ad <b>\$75</b> .	\$75 - \$175	
<b>TOTAL SPONSORSHIP AMOUNT ENCLOSED</b>			

Please indicate your Sponsorship Level(s). Feel free to send your sponsorship as soon as possible and prior to **December 17, 2022**. Completed Forms may be forwarded to [Arrangements@MLKKnoxville.com](mailto:Arrangements@MLKKnoxville.com) and payments can be made online using PayPal at [www.MLKKnoxville.com](http://www.MLKKnoxville.com) or can be mailed along with checks **payable to the Dr. Martin Luther King, Jr. Commission, P.O. Box 155, Knoxville TN 37901-0155**.

<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 2022 Ad will be emailed directly to: <a href="mailto:SouvenirBook@MLKKnoxville.com">SouvenirBook@MLKKnoxville.com</a>	<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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