

• CITY OF SAN ANTONIO •

# DR. MARTIN LUTHER KING, JR.

COMMEMORATIVE MARCH 2025



SPONSORSHIP PACKET

# TODAY, TOMORROW AND OUR FUTURE

Dear Community Partners,

The Dr. Martin Luther King, Jr. Commission of the City of San Antonio cordially invites you to join in the 2025 City of San Antonio Martin Luther King, Jr Commission's Commemorative Events, including the 38th annual MLK March on January 20, 2025. We look forward to celebrating the life and legacy of Dr. King and recognizing his tremendous impact on our community. We are looking forward to the planning and execution of the largest commemorative march in the nation to honor the continuing legacy of Dr. Martin Luther King, Jr.

Initiated by Reverend R. A. Callies and other local activists, the March stands as an annual legacy in our City of San Antonio to keep the dream alive today, tomorrow, and for future generations to come. The MLK March brings together people from all races, creed, religion, and identities to honor the legacy of Dr. King. In a time of great strife across this nation and the world, it is important now more than ever that we celebrate our unity, diversity, and tenacity as a community at this most auspicious of events.

We are asking for official sponsors to support and collaborate for this year's 2025 March! Please see the attachment where we have outlined sponsorship levels and benefits. Please complete the online form for sponsorship no later than Thursday, November 7, 2024. All assets such as ads and logos must be submitted by November 26, 2024 to be included in the Commemorative Booklet.

With your help, the City of San Antonio's Dr. Martin Luther King Jr. Scholarship Fund can help our youth build a brighter future. We are organizing events around the city to promote this cause, including a Youth Empowerment Summit, an Interfaith Worship Service, a Wreath Laying Ceremony, an Art Competition, a blood drive, and an awards banquet to recognize our sponsors and community award winners. Our goal is to award more scholarships than ever this year, and we need your support to make it happen. Please join us in creating a better tomorrow for our youth.

If you have any questions, please contact Ananda Tomas, the MLK Commission Fundraising Chair, at (210) 549-6439 or email: [ananda@act4sa.org](mailto:ananda@act4sa.org) or [mlk@sanantonio.gov](mailto:mlk@sanantonio.gov)

Sincerely,

ANANDA TOMAS  
Fundraising Chair

*Ananda Tomas*

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DWAYNE ROBINSON  
Chairman, San Antonio MLK Commission  
[mlk@sanantonio.gov](mailto:mlk@sanantonio.gov)

*Dwayne Robinson*

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JALEN MCKEE-RODRIGUEZ  
District 2 Councilman  
[frankie.trynoski@sanantonio.gov](mailto:frankie.trynoski@sanantonio.gov)

*Jalen McKee-Rodriguez*

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## **HISTORY**

**The MLK Commission, established in 1987, strives to plan activities for the Dr. Martin Luther King, Jr. Birthday Celebration each year. Since 2011, the City of San Antonio has made it their mission to use the MLK Commission to promote nonviolence, human equality, and the building of community among all citizens of San Antonio and beyond.**

**The MLK celebration includes approximately 300,000 participants, and over 1,000 volunteers. Our march is recognized as the largest commemorative march in the nation, and brings together people from all races, religions, creeds, and backgrounds to honor the legacy of Dr. Martin Luther King, Jr.**

**We invite you to become part of this exciting and memorable event along with the City of San Antonio in helping to honor Dr. King's passionate pursuit of equality and justice.**

# SPONSORSHIP PACKAGES

## DR. MARTIN LUTHER KING, JR. SPONSOR | \$100K

- Mentioned on live TV during MLK Commemorative Program
- Acknowledgement in the event's opening and closing remarks
- Invitation to the MLK Commission Community Awards Luncheon (full table)
- Coordinated appearance by MLK Commission Chair or designee at your organization's events\*\*
- Complimentary vendor booth at the Commemorative Program & Youth Event
- Featured recognition in all event marketing (print, digital, social media)
- Company banner placed in staging area at the Commemorative Program Event
- Company name on wreath at Wreath Laying Ceremony (reserved seats at ceremony)
- 2 Page Ad in Commemorative Booklet (30,000 copies distributed)
- Official MLK T-Shirts
- VIP Passes to Commemorative Program seating and entry into Hospitality Suite with Pass
- Reserved Seats at the MLK Trinity Lecture Series
- Placement Near the Front of the March in Sponsors Section
- Option to provide branded items for attendees

## DRUM MAJOR | \$50K

- Mentioned on live TV during MLK Commemorative Program
- Acknowledgement in the event's opening and closing remarks
- Invitation to the MLK Commission Community Awards Luncheon (full table)
- Coordinated appearance by MLK Commission Chair or designee at your organization's events\*\*
- Complimentary vendor booth at the Commemorative Program & Youth Event
- Featured recognition in all event marketing (print, digital, social media)
- Company banner placed in staging area at the Commemorative Program Event
- Company name on wreath at the Wreath Laying Ceremony (reserved seats at ceremony)
- 1 Page Ad in Commemorative Booklet (30,000 copies distributed)
- Official MLK T-Shirts
- VIP Passes to Commemorative Program seating and entry into Hospitality Suite with Pass
- Reserved Seats at the MLK Trinity Lecture Series
- Placement Near the Front of the March in Sponsors Section
- Option to provide branded items for attendees

## DREAM KEEPER | \$25K

- Invitation to the MLK Commission Awards Banquet (full table)
- Complimentary vendor booth at the Commemorative Program & Youth Event
- Featured recognition in all event marketing (print, digital, social media)
- Company banner placed near staging area at the Commemorative Program Event
- Company name on wreath at the Wreath Laying Ceremony (reserved seats at ceremony)
- 1/2 Page Ad in Commemorative Booklet (30,000 copies distributed)
- Official MLK T- Shirts
- VIP Passes to Commemorative Program seating and entry into Hospitality Suite with Pass
- Reserved Seats at the MLK Trinity Lecture Series
- Placement Near the Front of the March in Sponsors Section
- Option to provide branded items for attendees

# SPONSORSHIP PACKAGES

## FREEDOM RIDER | \$15K

- Invitation to the MLK Commission Community Awards Luncheon (half table)
- Complimentary vendor booth at the Commemorative Program & Youth Event
- Featured recognition in all event marketing (print, digital, social media)
- Company banner placed at the MLK Commemorative Program
- Company name on wreath at the Wreath Laying Ceremony (reserved seats at ceremony)
- 1/2 page ad in Commemorative Booklet (30,000 copies distributed)
- Official MLK T-Shirts
- VIP Passes to Commemorative Program seating and entry into Hospitality Suite with Pass
- Placement Near the Front of the March in Sponsors Section
- Option to provide branded items for attendees

## PEACE KEEPER | \$10K

- Invitation to the MLK Commission Community Awards Luncheon (3 seats)
- Complimentary vendor booth at the Commemorative Program & Youth Event
- Featured recognition in all event marketing (print, digital, social media)
- Company Banner placed prominently at MLK March
- Company name on wreath at Wreath Laying Ceremony (reserved seats at ceremony)
- 1/4 page ad in Commemorative Booklet (30,000 copies distributed)
- Official MLK T-Shirts
- VIP Passes to MLK March Event and entry into Hospitality Suite with Pass
- Placement Near the Front of the March in Sponsors Section

## REV. CALLIES SUPPORTER | \$5K

- Invitation to the MLK Commission Community Awards Luncheon (3 seats)
- Complimentary vendor booth at Commemorative Program
- Recognition in all event marketing (print, digital, social media)
- Company name on wreath at Wreath Laying Ceremony (reserved seats at ceremony)
- 1 business card size ad in the Commemorative Booklet (30,000 copies distributed)
- Official MLK T-Shirts (limited number)
- Max of 4 VIP Passes to MLK March Event and entry into Hospitality Suite with Pass
- Placement Near the Front of the March in Sponsors Section

## LEGACY SPONSOR | \$2500

- Invitation to the MLK Commission Community Awards Luncheon (2 seats)
- Recognition in print marketing
- Company name on wreath at Wreath Laying Ceremony
- 1 business card size ad in the Commemorative Booklet (30,000 copies distributed)
- Official MLK T-Shirts (limited number)
- Max of 2 VIP Passes to MLK March Event and entry into Hospitality Suite with Pass
- Placement Near the Front of the March in Sponsors Section

# SPONSORSHIP PACKAGES

## JUSTICE PROTECTOR | \$1K

- Invitation to the MLK Commission Community Awards Luncheon (2 seats)
- Logo in Commemorative Booklet (30,000 copies distributed)
- Official MLK T-Shirts (limited number)
- 2 VIP Passes to MLK March Event and entry into Hospitality Suite with Pass
- Placement of one advertisement sign along the march route (subject to availability)
- Placement Near the Front of the March in Sponsors Section

## COMMUNITY ADVOCATE | \$500

- Invitation to the MLK Commission Community Awards Luncheon (2 seats)
- Logo in Commemorative Booklet (30,000 copies distributed)
- Official MLK T-Shirts (limited number)
- 1 VIP Pass to MLK March Event and entry into Hospitality Suite with Pass
- Placement of one advertisement sign along the march route (subject to availability)
- Placement Near the Front of the March in Sponsors Section

## SUPPORTER PACKAGE | \$250

- Invitation to the MLK Commission Community Awards Luncheon (2 seats)
- Logo in Commemorative Booklet (30,000 copies distributed)
- Official MLK T-Shirts (limited number)
- Placement Near the Front of the March in Sponsors Section

**\*\*Coordination of appearance by MLK Commission Char or Member is subject to availability and must notify MLK Commission at least 7 days before requested appearance. Appearance is limited to February 1 - June 19th.**

**\*\*Please note sponsors will be lined up in the Sponsors section of the March based on sponsorship level- highest to lowest\*\***

**\*\*Additional seats for the Community Awards Luncheon can be purchased at a later date through a donation to the MLK Scholarship Fund\*\***

**\*\*The deadline to sign up as a sponsor is Nov 7, 2024. All creatives such as logos and ads are due by November 26th- we encourage you to include QR Codes or websites in your ads so people can dig deeper into your company\*\***

# SPONSORSHIP INSTRUCTIONS

Please Visit the MLK Commission Sponsorship Form Page  
to submit your sponsorship form at:

<https://tinyurl.com/MLKSponsor25>

*Please note on this form you will have the option to split your contribution, if  
you choose, between the Scholarship Fund and Associated MLK Events*

*You will also have an option to check a box if you are interested  
in making an in-kind donation as well*

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## WAYS TO PAY

**ONLY CHECK, CASHIER'S CHECK, OR ACH PAYMENTS  
ACCEPTED. PAYMENTS DUE BY DEC 31, 2024**

FOR ACH INSTRUCTIONS PLEASE EMAIL [ANANDA@ACT4SA.ORG](mailto:ANANDA@ACT4SA.ORG)

### CHECKS OR CASHIER'S CHECK PAYABLE TO:

CITY OF SAN ANTONIO DR. MARTIN LUTHER KING JR. COMMISSION

#### MAIL TO:

City of San Antonio MLK Commission  
Attn: John Peterek, City Manager's Office  
Office PO Box 839966  
San Antonio, TX 78283

#### IN PERSON:

City Manager's Office  
Attn: John Peterek  
100 Military Plaza  
San Antonio, TX 78205

**THE FUNCTION OF  
EDUCATION  
IS TO TEACH ONE TO THINK  
INTENSIVELY**

**AND TO THINK**

**CRITICALLY**

**INTELLIGENCE PLUS CHARACTER—  
THAT IS THE GOAL OF TRUE EDUCATION.**



For additional information on the MLK March and the MLK Commission, please visit [SanAntonio.gov/MLK](http://SanAntonio.gov/MLK)