Greetings from the Urban League of Greater Madison.

On Sunday, January 15, 2023, nearly youth, their families and community leaders will come together at Edgewood High School for the 39th Annual Martin Luther King, Jr. Youth Recognition Breakfast.

It is open to the public and is one of the oldest and most well attended family observations of the King Holiday in the State of Wisconsin. Children, families, elected officials, business leaders, school staff, and community members continue to make this a must attend event that sells out every year!

We hope you in will join us as a sponsor of this year’s event as more than 200 middle and high school students are presented with the Outstanding Young Person Award and MLK College Scholarships. Students from middle and high schools across Dane County are nominated for the awards by their schools for their academic performance, community service and participation in extra-curricular activities.

Both the breakfast and service day encourage our young people to serve their community, achieve in school, and become leaders. Your generous support will ensure the legacy of Dr. King is passed down to hundreds more youth and that our community will continue to celebrate our children’s achievements.

We appreciate your support and look forward to partnering with you on these events to educate, engage, and empower our children and families.

Sincerely,

Ruben L. Anthony, Jr., Ph.D.
President & CEO
Urban League of Greater Madison

MLK BREAKFAST SPONSORSHIP

“The time is always right to do what is right.” - Martin Luther King, Jr.
39TH ANNUAL
MARTIN LUTHER KING
YOUTH RECOGNITION
BREAKFAST

DATE: SUNDAY, JANUARY 15, 2023
LOCATION: EDGEWOOD HIGH SCHOOL
DOORS OPEN: 7:30 AM
PROGRAM: 8:00 -10:00 AM

The Martin Luther King, Jr. Youth Recognition Breakfast celebrates students’ academic achievement, extracurricular involvement, and service to their community.

The highlight of the Breakfast is the presentation of Outstanding Young Person Awards to nearly 200 middle and high school students of color in Dane County for their academic achievement, extracurricular involvement, and service to the community. Martin Luther King Scholarships are presented to exceptional high school seniors.

The Breakfast is open to the public and is one of the oldest and most well attended family observations of the King Holiday in Wisconsin. Often selling out, nearly 1,000 people attend the Breakfast annually.
SPONSORSHIP PACKAGES AND AGREEMENT FORM

PRESENTING SPONSOR $7,500
- 10 tickets with reserved VIP seating
- Prominent banner as sponsor of events
- Exhibit table at events
- Podium time
- Logo/Name prominent on materials at event
- Opportunity to present your promotional materials or items to guests
- Full color back cover ad in program
- Welcome letter in program

PLATINUM SPONSOR $5,000
- 10 tickets with reserved VIP seating
- Exclusive signage recognizing sponsorship
- Special recognition from podium
- Company listing on materials at event
- Full color, full-page ad in program (inside cover placements to first two platinum sponsors)

GOLD SPONSOR $2,500
- 5 tickets with reserved VIP seating
- Full color, half-page ad in program
- Company listing on materials
- Exclusive signage recognizing sponsorship

SILVER SPONSOR $1,500
- 5 tickets with reserved VIP seating
- Full color, half-page ad in program
- Company listing on materials
- Shared signage recognizing sponsorship

BRONZE SPONSOR $1,000
- 2 tickets with reserved VIP seating
- Logo in program book
- Shared signage recognizing sponsorship

COMMUNITY PARTNER $500
- 2 tickets with reserved VIP seating
- Logo in program book

CONTACT INFORMATION
Company Name ______________________________________________
Contact Name / Title __________________________________________
Address ______________________________________________________
City ____________________________ State ______ Zip _______
Phone ________ Fax ________ Email ________________________
Signature __________________________________________________
My signature indicates authorization to make this commitment on behalf of my company.

OUR MLK SPONSORSHIP LEVEL
☐ Presenting Sponsor $7,500
☐ Platinum Sponsor $5,000
☐ Gold Sponsor $3,000
☐ Silver Sponsor $1,000
☐ Bronze Sponsor $500
☐ Partner $250

PAYMENT INFORMATION
☐ Our Check is Enclosed  ☐ Please Send an Invoice
☐ Please Bill our Credit Card:

Name as it appears on the card ________________________________
Card Number ________________________________  Expiration Date

PLEASE RETURN TO:
MAIL:
Urban League of Greater Madison
ATTN: Brian Nkemnji
2222 S. Park Street
Suite 200
Madison, WI 53713
EMAIL: bnkemnji@ulgm.org
PHONE: 608.729.1251
FAX: 608.729.1205
MLK BREAKFAST SPONSORSHIP

2023

And more! See inside for more great sponsorship benefits.

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Great team building opportunities and prime visibility for event volunteers

Social media promotion

A tradition of significant media coverage

MLK Youth Recognition Breakfast will provide your company significant visibility

The MLK Youth Recognition Breakfast will provide your company significant visibility

And more! See inside for more great sponsorship benefits.

Academic achievement for hundreds of young people and their families.

Your support of the 2016 Martin Luther King Holiday Observances is an inspiration.

Everybody can be great because everybody can serve. "- Martin Luther King Jr.