



Urban League of Greater Madison



Ruben L. Anthony, Jr., Ph.D.
URBAN LEAGUE PRESIDENT / CEO

IN CELEBRATION OF DR. MARTIN LUTHER KING, JR.

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 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

2023

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 at event
- 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

- | | |
|---|---------|
| <input type="checkbox"/> Presenting Sponsor | \$7,500 |
| <input type="checkbox"/> Platinum Sponsor | \$5,000 |
| <input type="checkbox"/> Gold Sponsor | \$3,000 |
| <input type="checkbox"/> Silver Sponsor | \$1,000 |
| <input type="checkbox"/> Bronze Sponsor | \$500 |
| <input type="checkbox"/> Partner | \$250 |

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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

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MLK 2023
SPONSORSHIP



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Urban League of Greater Madison

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

MLK BREAKFAST SPONSORSHIP

2023

Your support of the 2016 Martin Luther King Holiday Youth Observances is an investment in the leadership and character development of our Greater Madison area youth. You are encouraging community involvement, cross-cultural collaboration and academic achievement for hundreds of young people and their families.

The MLK Youth Recognition Breakfast will provide your company significant visibility and exposure to over diverse community members, including children, families, elected officials, business leaders, and school staff. Prominent sponsor exposure includes:

- A tradition of significant media coverage
- Social media promotion
- Great team building opportunity and prime visibility for event volunteers
- And more! See inside for more great sponsorship benefits!

