



2024 MLK Day March and Celebration Sponsorship Opportunities

January 15, 2024 – 10:00am – 2:00pm
Old Town Leander, 105 N Brushy St.

About MLK Day March and Celebration

In collaboration with the Leander Public Arts and Culture Commission, the City of Leander observes and honors the Rev. Dr. Martin Luther King Jr. with a march and celebration. The march will leave from Camacho Elementary at 10:00am and make their way to Old Town Park where there will be a celebration featuring performances from dancers, musicians, and spoken word artists.

Sponsorship Levels

Legacy Partner - Title \$15,000 (1 Sponsorship Available)

- Title Sponsor Recognition for the 2024 Event
- Freedom Marchers Perks
- Opportunity to Lead the MLK Day March
- Opportunity to Introduce the Keynote Speaker
- 1 Social Media Spotlight Before the Event
- 1 Social Media Spotlight After the Event
- Company Included in Event Press Release (sponsorship must be received by December 1, 2023)

Freedom Marchers \$10,000

- Action Seekers Perks
- Opportunity to be a Speaker during the Event
- Name/Logo on Event Banner/Stage Banner
- Name/Logo on MLK Day March Banner
- Name/Logo on MLK Day March and Celebration T-shirts (sponsorship must be received by December 7, 2023)

Action Seekers \$2,500

- Unity Partners Perks
- Company Spotlight During Event
- Company Name on Event Marketing
- 1 Social Media Spotlight

Unity Partners \$1,000

- Peace Makers Perks
- Booth Space at Event

Peace Makers \$500

- Link to Company's Website on Event Website

Presenting Sponsorships

Vendor Market \$5,000 (1 Sponsorship Available)

- Company Named as the Presenting Sponsor of the 2024 Vendor Market

Essay Contest \$5,000 (1 Sponsorship Available)

- Company Named as the Presenting Sponsor of the 2024 Essay Contest

In-Kind Donations of Products or Services

- Bottled Water for Event Staff
- Portable Toilets
- Site preparation supplies
- Advertisements
- Event Signage
- Staff/Volunteer Food
- Sound Engineer
- Chairs

Custom sponsorship packages may be assessed to match the value of the donation. Sponsorships may be a combination of in-kind donations and monetary sponsorship in which the combination creates the value of the sponsorship package.

You Want to Sponsor, Now What?

If you are interested in sponsoring the MLK Day March and Celebration, please send the following to Mariel Guenther at mguenther@leandertx.gov.

- Group Name
- Contact Name
- Address
- Phone Number
- Email Address
- Sponsorship Level