



**CITY OF SANFORD**  
**DR. MARTIN LUTHER KING, JR. CELEBRATION STEERING COMMITTEE, INC.**

**Website:**  
**[mlksanford.org](http://mlksanford.org)**

**P.O. Box 500**  
**SANFORD, FLORIDA**  
**32772-0500**  
**TELEPHONE 407.257.9566**

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**IN MEMORY OF**

GARY C. HAMILTON  
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JOY EVA LAWSON WILLIAMS

December 1, 2020

Dear Sponsor,

We sincerely hope that you are doing well.

We would like to say THANK YOU for your generosity and support of our events over the past thirty plus years. Our theme for 2021 events is "Now Is The Time", starting January 15-18, 2021. Due to the Corona Virus Pandemic, we have decided to use a "virtual" platform in order to present our various programs in celebration of the life and dream of Dr. Martin Luther King, Jr. Our primary objective remains to secure funds for our scholarship program.

If you have included the Dr. Martin Luther King, Jr. Celebration Committee in your budget for 2021, we thank you in advance! Your continued support will ensure that we are still able to provide scholarships to college bound high school seniors. Your donation in any amount is greatly appreciated. Sponsors of \$500 or more will be recognized during our virtual programing in January 2021 (please see attached).

Sponsorship will include four events, (live) the Oratorical Scholarship and Poster Contest, Virtual Celebration with keynote speaker, the Inter-Faith Observance and Sanford's Got Talent. Please visit our website at [www.mlksanford.org](http://www.mlksanford.org) for dates and time of events.

All our lives have changed in some way during this challenging period; however, we are committed to continuing to find ways to keep the dream alive in our beloved City, coming together as one.

With gratitude,

*Melvin A. Philpot*

Melvin A. Philpot  
Dr. MLK, Jr. Celebration Chairman

*Kenneth Bentley*

Kenneth Bentley  
Dr. MLK, Jr. Celebration Co-Chairman

# SPONSORSHIPS

**DR. MLK, JR. LIVE PROGRAM: FRIDAY ORATORICAL SCHOLARSHIP & POSTER CONTEST**

**VIRTUAL PROGRAMS: SATURDAY – VIRTUAL CELEBRATION**

**SUNDAY – INTER-FAITH OBSERVANCE AND MONDAY – SANFORD’S GOT TALENT**



## **\$2,500 - PLATINUM**

- **SPONSORSHIP OF THE DR. MLK, JR. VIRTUAL PROGRAM**
- **25 ENTRIES IN ALL VIRTUAL EVENTS**
- **NAME RECOGNITION IN ALL BROADCAST**
- **COMPANY NAME DISPLAYED AT ALL EVENTS**



## **\$1,500 - DIAMOND**

- **SPONSORSHIP OF THE DR. MLK, JR. VIRTUAL PROGRAM**
- **20 ENTRIES IN ALL VIRTUAL EVENTS**
- **NAME RECOGNITION IN ALL BROADCASTS**
- **COMPANY NAME DISPLAYED AT ALL EVENTS**



## **\$1,000 - GOLD**

- **FULL PAGE AD IN DR. MLK, JR. VIRTUAL PROGRAM**
- **15 ENTRIES IN ALL VIRTUAL EVENTS**
- **COMPANY NAME DISPLAYED AT ALL EVENTS**



## **\$500 - SILVER**

- **HALF PAGE AD IN DR. MLK, JR. VIRTUAL PROGRAM**
- **10 ENTRIES IN ALL VIRTUAL EVENTS**



## **\$250 - BRONZE**

- **HALF PAGE AD IN DR. MLK, JR. VIRTUAL PROGRAM**
- **5 ENTRIES IN ALL VIRTUAL EVENTS**



## **\$25 – INDIVIDUAL**

- **1 ENTRY IN ALL VIRTUAL EVENTS**

**MAKE CHECKS PAYABLE TO:**

**DR. MLK, JR. COMMITTEE  
P.O. Box 500  
SANFORD, FL 32772-0500**

**ADS DEADLINE\***

**FULL PAGE AD - \$100  
HALF PAGE AD - \$50**

**JANUARY 4, 2021**

**\*ADS MUST BE CAMERA-READY**

**FOR DETAILS PLEASE CONTACT LINDA MEDLOCK @ [medlockg@att.net](mailto:medlockg@att.net) OR 407-416-5376**