

In Official Partnership With



JANUARY 16, 2023
10:00 AM

ORIGINAL MLK PARADE 2023

“Climbing the Mountain to a Better Future”
OFFICIAL 2023 PARADE SPONSORSHIP
45th Annual "Original" Dr. Martin Luther King, Jr.
Birthday Parade Celebration & Day of Service
MONDAY, JANUARY 16, 2023

CELEBRATING 45 YEARS

ORIGINAL MLK PARADE 2023

The "Original" MLK, Jr. Parade is licensed by The King Center - Atlanta, GA

1. INTRODUCTION

2. OUR PROGRAMS

3. OUR IMPACT

4. 2023 PARTNERSHIP OPPORTUNITY

THE "ORIGINAL" MLK DAY
PARADE
BLACK HERITAGE SOCIETY
— OUR NATION'S FIRST —
ESTABLISHED IN 1978

WWW.BLACKHERITAGESOCIETY.NET

1 INTRODUCTION

The Black Heritage Society, Inc. is a self-help, non-profit organization chartered by the State of Texas. In summer of 1975, one man's concern for the well-being and betterment of the entire human race led to the establishment of the organization. In January 1978, Dr. Martin Luther King, Jr.'s father, Martin Luther "Daddy" King, Sr., addressed the Houston community and commissioned Mr. Ovide Duncantell Jr. and BHS to continue its endeavor in the aspirations of Dr. King's dream.

The organization aims to inspire, teach, and honor the legacy of Dr. Martin Luther King, Jr. during the weekend of the federal holiday occurring on the third Monday of each January with a commemorative parade and celebratory festive throughout the weekend and other yearly community activities. In addition, your partnership helps us enhance our programs of honoring Dr. MLK Jr's Dream Aspiration.

With a long history of fighting for equal justice and social accommodations for the rights of all, the organization subscribes to Activism, Advocacy, and Action on behalf of the underprivileged, underserved, and those seeking justice and equality.

2 OUR PROGRAMS

- The Houston Martin Luther King, Jr. Memorial Project
- The Original MLK Jr. Day Parade
- The Annual MLK Banquet or Gala (Weekend Day of Parade)
- The Annual MLK Parade Gospel Fest Event (Weekend Day of Parade)
- Annual Project--(MLK Day of Service)
- Houston MLK Festival (After The MLK Day Parade)
- Advocacy
- The Annual MLK Candlelight Vigil
- Online Black History Media/Children Story-time/Podcast
- Community Park Festival
- Park Beautification Program
- Scholarship and Grant Funding

3

• OUR IMPACT



4

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P A R T N E R S H I P
O P P O R T U N I T Y

THE "ORIGINAL" MLK DAY
PARADE
BLACK HERITAGE SOCIETY
— OUR NATION'S FIRST —
E S T A B L I S H E D I N 1 9 7 8

1

2023 PARTNERSHIP OPPORTUNITY



As a Mountain of Empowerment Sponsor, you will share the distinction of showcasing your logo on all promotional paraphernalia and events, which are distributed or displayed at all BHS events. More importantly, such sponsorship will provide your company with continuous brand exposure then and beyond.

- (2) complimentary seats at Parade Marshall Appreciation Press Conference. Sponsorship recognition during Parade Marshall Appreciation Press Conference.
- Sponsor recognition (w/Logo Display) on all Original "MLK" Parade marketing assets
- Decorative Float 10-16 people
- (1) Vendor Booth at the Houston MLK Festival and Gospel Event
- Speaking opportunity at Houston MLK Festival
- (8) Tickets to BHS Awards Recognition Gala
- Display on website and through-out the year
- Ad Choice Souvenir Book (Back Cover or Inside Front Cover or availability-Full Page)

2

2023 PARTNERSHIP OPPORTUNITY

As a MOUNTAIN OF INSPIRATION Sponsor, you will share the distinction of showcasing your logo on all promotional paraphernalia and events, which are distributed or displayed at all BHS events. More importantly, such sponsorship will provide your company with continuous brand exposure then and beyond.



MOUNTAIN OF
INSPIRATION
SPONSOR
75,000

- (2) complimentary seats at Parade Marshall Appreciation Press Conference. Sponsorship recognition during Parade Marshall Appreciation Press Conference.
- Sponsor recognition (w/Logo Display) on all Original "MLK" Parade marketing assets
- Decorative Float 10-16 people)
- (1) Vendor Booth at the Houston MLK Festival and Gospel Extravaganza Event
- Speaking opportunity at Houston MLK Festival
- (8) Tickets to BHS Awards Recognition Gala
- Display on website and through the year
- Ad Choice Souvenir Book (Full Page)

3

2023 PARTNERSHIP OPPORTUNITY



As a MOUNTAIN OF DETERMINATION Sponsor, you will share the distinction of showcasing your logo on all promotional paraphernalia and events, which are distributed or displayed at all BHS events. More importantly, such sponsorship will provide your company with continuous brand exposure then and beyond.

- (2) complimentary seats at Parade Marshall Appreciation Press Conference. Sponsorship recognition during Parade Marshall Appreciation Press Conference.
- Sponsor recognition (w/Logo Display) on all Original "MLK" Parade marketing assets
- Decorative Float (10-12 people)
(1) Vendor Booth at the Houston MLK Festival and Gospel Fest Event
- Speaking opportunity at Houston MLK Festival
- (6) Tickets to BHS Gala
- Display on website through the year
- Ad Choice Souvenir Book (Full Page-Availability)

4

2023 PARTNERSHIP OPPORTUNITY

As a MOUNTAIN OF COURAGE Sponsor, you will share the distinction of showcasing your logo on all promotional paraphernalia and events, which are distributed or displayed at all BHS events. More importantly, such sponsorship will provide your company with continuous brand exposure then and beyond.



MOUNTAIN OF
COURAGE
SPONSOR
\$25,000

- (2) complimentary seats at Parade Marshall Appreciation Press Conference. Sponsorship recognition during Parade Marshall Appreciation Press Conference.
- Sponsor recognition (w/Logo Display) on all Original "MLK" Parade marketing assets
- Decorative Float (10-12 people)
- (1) Vendor Booth at the Houston MLK Festival and Gospel Extravaganza Event
- (4) Tickets to BHS Gala
- Display on website through the year
- Ad Choice Souvenir Book (Full Page on Availability)

5

2023 PARTNERSHIP OPPORTUNITY

As a MOUNTAIN OF MOTIVATION Sponsor, you will share the distinction of showcasing your logo on all promotional paraphernalia and events, which are distributed or displayed at all BHS events. More importantly, such sponsorship will provide your company with continuous brand exposure then and beyond.



MOUNTAIN OF
MOTIVATION
SPONSOR
\$15,000

- (2) complimentary seats at Parade Marshall Appreciation Press Conference. Sponsorship recognition during Parade Marshall Appreciation Press Conference.
- Sponsor recognition (w/Logo Display) on all Original "MLK" Parade marketing assets
- (2) Representatives on the Black Heritage Float
- (1) Vendor Booth at the Houston MLK Festival and Gospel Extravaganza Event
- (4) Tickets to BHS Gala
- Display on website
- Ad Choice Souvenir Book (Full Page on Availability)

6

2023 PARTNERSHIP OPPORTUNITY

As a MOUNTAIN OF PERSEVERANCE Sponsor, you will share the distinction of showcasing your logo on all promotional paraphernalia and events, which are distributed or displayed at all BHS events. More importantly, such sponsorship will provide your company with continuous brand exposure then and beyond.



MOUNTAIN OF
PERSERVERANCE
SPONSOR
\$10,000

- (2) complimentary seats at Parade Marshall Appreciation Press Conference. Sponsorship recognition during Parade Marshall Appreciation Press Conference.
- Sponsor recognition (w/Logo Display) on all Original "MLK" Parade marketing assets
- (2) Representatives on the Black Heritage Float
- (1) Vendor Booth at the Houston MLK Festival and Gospel Extravaganza Event
- (2) Tickets to BHS Gala
- Display on website
- Ad Choice Souvenir Book (Full Page on Availability)

BLACK HERITAGE SOCIETY DONATION SUMMARY PAGE

45TH ANNUAL MLK ORIGINAL PARADE

Martin Luther King Jr. Parade Foundation Inc. Dba Black Heritage Society Inc.

501 C (3) Organization EIN: 25-1921911

Mail: 400 N Sam Houston Parkway E Suite 210, Houston, Texas 77060

Thank you for your generous contribution. Please complete the information below and return with your donation.

Name

Organization Name

Address

Email

How Much you like to donate?

\$100,000

\$75,000

\$50,000

\$25,000

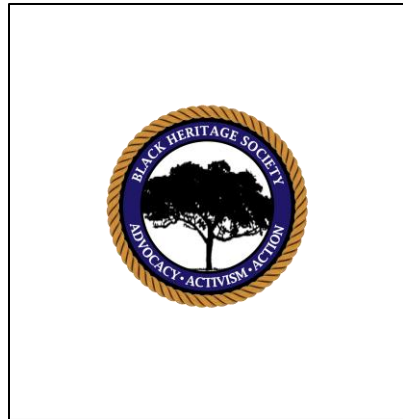
\$15,000

\$10,000

Other _____



C O N T A C T U S



**Black Heritage Society Office
Board of Directors and
Teresa Brewer, President**

Phone (281) 405-0006 - OFFICE

(832) 293-3005 - DIRECT

Email info@blackheritagesociety.net

Website www.blackheritagesociety.net

Celebrating Weekend Festivities &
the 45th Annual MLK Original Parade
Weekend January 14-16, 2023

Thank You For Your Support!