



# 41st Annual Dr. Martin Luther King, Jr. Luncheon

MONDAY, JANUARY 18, 2021 | VIRTUAL

*“In the Presence Justice”*

*“True peace is not merely the absence of tension: it is the presence of justice.” Martin Luther King Jr.*

Moderated Conversation with *Tamika Mallory*  
&  
Keynote Speaker: *Roland Martin*

EXHIBITIONS + SPECIAL EVENTS + SPONSORSHIP  
PROPOSAL

*A Presentation of the African American Community Service Agency*

AACSA | 304 N. 6th Street | San Jose, CA 95112  
(408) 292 3157 | [info@sjaacsa.org](mailto:info@sjaacsa.org) | [www.sjaacsa.org/mlkluncheon](http://www.sjaacsa.org/mlkluncheon)

October 15, 2020

Dear Dr. Martin Luther King, Jr. Supporter:

The African American Community Service Agency is soliciting your support for the 41st Annual Dr. Martin Luther King, Jr. Virtual Luncheon. As we all navigate the impacts of COVID-19, AACSA has shifted our annual luncheon to virtual opportunity to celebrate the life, legacy, and dream for all of us.

We are providing a revised list of virtual sponsorship packages that can be customized to meet your marketing objectives. Our goal is to provide supporters with the best exposure available.

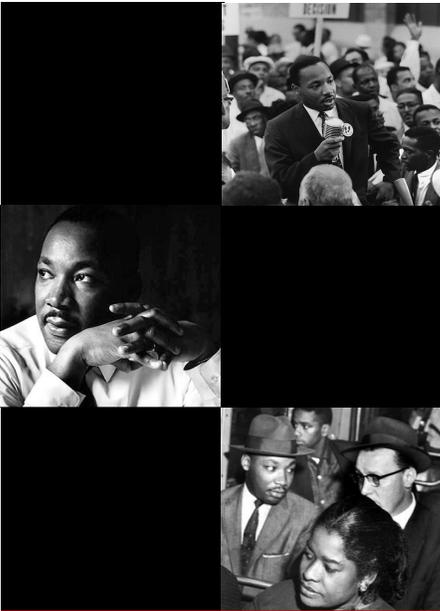
The Annual Martin Luther King Luncheon is a celebration of the life and legacy of the late Civil Rights leader, Dr. Martin Luther King, Jr. His main legacy was to secure progress on civil rights in the United States and he is frequently referenced as a human rights icon today. In addition to supporting his legacy, proceeds from this event will support AACSA programs and the services we offer.

The AACSA is a non-profit organization founded in 1978. Since 1979, it has been centrally located in San Jose at 6th and Julian Street. We administer varied programs geared to youth, seniors and the general community. Those programs include: *The Juneteenth in the Park Festival*, *Warrior-Jackson Library*, *STEAM on Saturday: LEGO Robotics*, *AACSA Leadership Academy (ALA)*, *AACSA CARES*, *Senior Citizens Prom* and *Annual Kids Christmas Party*.

The Virtual MLK Luncheon offers several levels of sponsorship opportunities for both corporate and community organizations. For additional information, please contact us at (408) 292-3157. We are providing a pay what you can option do to the economic impacts on our community.

Strength in Unity,

Milan R. Balinton  
Executive Director  
African American Community Service Agency



*Presented by:*  
African American Community  
Service Agency  
304 N. 6th Street  
San Jose, CA 95112  
[www.sjaacsa.org](http://www.sjaacsa.org) | (408) 292 3157

Executive Director:  
Milan R. Balinton

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# 41st ANNUAL MLK LUNCHEON VIRTUAL PREMIER MARKETING OPPORTUNITIES

(1)

## TABLE VIRTUAL SPONSOR - \$500

- Listed as a Virtual Table sponsor on MLK Luncheon website
- Listed as Virtual Table sponsor on all print materials used for promotion at the luncheon
- Company name displayed on website
- 10 virtual tickets

(2)

## VIRTUAL GENERAL - \$1,750

- Listed as Virtual General sponsor on MLK Luncheon website
- Listed as General sponsor on all print materials used for promotion of the luncheon & Slide show presentation
- Listed in AACSA Business Directory
- Company name displayed on website
- Social media marketing
- 10 virtual tickets

(5)

## VIRTUAL MLK TITLE SPONSOR - \$15,000+

- Listed as Virtual Title sponsor on MLK Program Guide
- Listed as MLK Title sponsor on MLK Luncheon website
- Listed as MLK Title sponsor on all print materials used for promotion of the luncheon
- Virtual Banner presence at Luncheon
- Listed in AACSA Business Directory
- Company name displayed on virtual static screen
- Full Page Ad in digital souvenir booklet
- Social media and radio promo
- Presentation and/or Virtual Address to the audience at the MLK Luncheon
- 10 virtual tickets

**HERE'S YOUR CHANCE!** Capture the attention of the complete Virtual MLK Luncheon attendee or pinpoint a group particular to your organization's specialized interests by being a sponsor at the 41st Annual MLK Luncheon. With one of these unique opportunities you have the flexibility to deliver a message, drive brand recognition or create an opportunity for interaction. A representative from the African American Community Service Agency, the host for the luncheon, can provide you with full details, options and pricing for any of the high-visibility Premier Opportunities identified here.

**FLEXIBLE  
MARKETING  
+ PROMOTION!**

(3)

## DREAM VIRTUAL SPONSOR - \$5,000+

- Listed as Dream sponsor on MLK Luncheon website
- Listed as Dream sponsor on all print materials used for promotion
- Virtual Banner & Slide show presence at luncheon
- Listed in AACSA Business Directory
- Company name displayed on virtual static page
- Social media marketing
- 10 virtual tickets

(4)

## VIRTUAL MLK CORPORATE SPONSOR - \$10,000+

- Listed as Corporate Virtual sponsor on MLK Program Guide
- Listed as MLK Corporate sponsor on MLK Luncheon website
- Listed as MLK Corporate sponsor on all print materials used for promotion of the luncheon
- Listed in AACSA Business Directory
- Company name virtual static screen
- Full Page Ad in digital souvenir booklet
- Social media and radio promo
- 10 virtual tickets

For more information on unique Martin Luther King, Jr. Luncheon sponsorship opportunities, contact:  
**African American Community Service Agency | Email: [info@sjaacsa.org](mailto:info@sjaacsa.org) | Phone: 408-292-3157**

## **ANNUAL MLK LUNCHEON** Martin Luther King Celebration: January 18, 2021

A community event since 1980, the annual Martin Luther King Luncheon has been an important part of the celebration of the Martin Luther King holiday. The MLK Luncheon unites a combination of community and trade organizations, corporations, philanthropists, and students for a one-of-a-kind affair. In addition to the highly marketable opportunities in our Program Guide and Exhibitor Space, the MLK Luncheon provides an array of cultural and civic pride in the Silicon Valley.

Now in its 41st year, the MLK Luncheon has grown into one of the must-attend events for the observation of the holiday. Originally organized by five IBM employees, the luncheon itself has grown from being attended by its original five founders to a crowd that has exceeded over 860 people.

Now hosted by the African American Community Service Agency, the proceeds raised from the Martin Luther King Luncheon go towards our programs that serve our youth such as the AACSA Leadership Academy, the Kids Christmas Give A Way Holiday Program and STEaM on Saturday Program and more.

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### **HIGH IMPACT SPONSORSHIP**

MLK Luncheon sponsors have the opportunity to catch the attention of influential civic, corporate and philanthropic figures, as well as national representatives from various trade and consumer medium devoted to supporting the AACSA.

Every year, community achievements are highlighted at the Luncheon, leaving lasting impressions that in turn affect cultural awareness and interest for years to come.

### **ANNUAL MLK LUNCHEON SUPER SPONSORSHIP**

A Super Sponsorship is a top level sponsorship of the MLK Luncheon. It delivers the greatest impact and visibility possible, leading up to, throughout, and following the Luncheon. At this level, the MLK Luncheon provides seamless promotional exposure to both consumer and industry-related brands.

The Martin Luther King Luncheon Committee works closely with its sponsors to attain a clear understanding of their marketing objectives, target demographics and budget. This collaboration fosters effective brand-specific activations and integrations, aligning the sponsor with the MLK Luncheon as a top promotional partner.

Super Sponsorships can offer exclusivity within a category at the major sponsorship level, for The Annual Martin Luther King Luncheon.

Specific Major Sponsorships of the Luncheon may be available.

For more information on unique Martin Luther King Luncheon sponsorship opportunities, contact:

**African American Community Service Agency**

**E-mail: [info@sjaacsa.org](mailto:info@sjaacsa.org)**

**Direct: 408-292-3157**

*“Now is the time to make real the promises of democracy.*

*Now is the time to rise from the dark and desolate valley of segregation to the sunlit path of racial justice.*

*Now is the time to open the doors of opportunity to all of God's children.*

*Now is the time to lift our nation from the quicksands of racial injustice to the solid rock of brotherhood.”*

*— Martin Luther King Jr., I Have a Dream: Writings and Speeches That Changed the World*



# 41st Annual Dr. Martin Luther King, Jr. Luncheon

## VIRTUAL SPONSORSHIP APPLICATION

Please fill out and submit to confirm your sponsorship:

**COMPANY NAME:** \_\_\_\_\_

**INDIVIDUAL NAME:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_

**CITY, STATE & ZIP:** \_\_\_\_\_

**PHONE:** \_\_\_\_\_

**E MAIL:** \_\_\_\_\_

**FACEBOOK:** \_\_\_\_\_

**INSTAGRAM:** \_\_\_\_\_

**TWITTER:** \_\_\_\_\_

**WEBSITE:** \_\_\_\_\_

I am interested in the following:

### VIRTUAL SPONSORSHIP PACKAGES

\_\_\_\_\_ Virtual Table Sponsor \$500.00

\_\_\_\_\_ Virtual MLK Corporate Sponsor \$10,000.00

\_\_\_\_\_ Virtual General Sponsor \$1,750.00

\_\_\_\_\_ Virtual MLK Title Sponsor \$15,000.00

\_\_\_\_\_ Virtual Dream Sponsor \$5,000.00

\_\_\_\_\_ Other Sponsorship Amount \_\_\_\_\_

Enclosed Amount: \_\_\_\_\_ [ ] CHECK [ ] MONEY ORDER [ ] CASHIER'S CHECK [ ] CASH [ ] CREDIT/DEBIT CARD [ ] EVENTBRITE

Make Payable to: African American Community Service Agency

Send Payments & Applications to: AACSA, 304 N. 6th Street, San Jose, CA 95112 phone: (408) 292 3157 fax: (408) 292 3276