



**The 2017 Dr. Martin Luther King, Jr. Legacy Festival Week | Awards & Benefit Gala  
Sheraton Gateway Hotel, Los Angeles, CA  
SPONSORSHIP, ADS & TICKETS Response Form**

**LEGACY FESTIVAL WEEK DIAMOND SPONSOR - \$30,000.00**

Title Sponsor signage at all SCLC-SC MLK Festival Week signature events; title sponsor logo of full page cover ad in the Benefit Gala Souvenir Journal; 20 VIP Benefit Gala tickets; 20 VIP Benefit Gala reception tickets; 10 VIP tickets to other MLK Festival Week events. *Additional reciprocities TBD*

**LEGACY FESTIVAL PLATINUM CIRCLE SPONSOR: \$15,000**

Platinum Sponsor signage at all SCLC-SC MLK Legacy Festival Week events; Platinum sponsor logo or full page inside cover ad in the Benefit Gala Souvenir Journal; 16 VIP Benefit Gala and 16 VIP Benefit Gala reception tickets; 4 VIP tickets to other MLK Legacy Festival events. *Additional reciprocities TBD*

**LEGACY AWARDS GOLD CIRCLE SPONSOR \$7,500**

Gold Sponsor signage at the Benefit Gala; Gold Sponsor logo or full page ad in the Benefit Gala Souvenir Journal; 10 VIP Benefit Gala tickets; 10 VIP Benefit Gala reception tickets, etc.

**LEGACY AWARDS SILVER CIRCLE SPONSOR: \$5,000**

Silver Sponsor signage at the Benefit Gala, 10 VIP Benefit Gala tickets, 10 VIP Benefit Gala reception tickets, Half-page ad in Benefit Gala Souvenir Journal

**LEGACY AWARDS BRONZE CIRCLE SPONSOR: \$3,500.00**

Bronze Sponsor listing in Benefit Gala Souvenir Journal, 10 VIP Benefit Gala tickets, 10 VIP Benefit Gala reception tickets, Quarter-page ad in Benefit Gala Souvenir Journal

**LEGACY AWARDS TABLE SPONSOR — \$2,000.00 Listing** in Benefit Gala Souvenir Journal

**LEGACY AWARDS COMMUNITY BUSINESS PARTNER TICKETS: \$500 .00 each**

VIP Sponsor listing in Benefit Gala Souvenir Journal; 2 VIP Benefit Gala tickets, and 2 VIP Benefit Gala reception tickets.

**INDIVIDUAL TICKETS — \$200.00 each to Benefit Gala**

**MEDIA: PARTNER — \$20,000.00 in-kind media**

**Tribute Ads Order Due by Friday, December 6, 2017 Email to: [sclcadmin@sclc-sc.org](mailto:sclcadmin@sclc-sc.org)  
Artwork Due by Monday, January 9, 2017**

**The SOUVENIR JOURNAL will be an 8.5" x 11" (after fold) Left-Side Saddle Stitched Booklet.**

There are four (4) sizes offered for each single page, as follows:

	LIVE (SAFE)	TRIM	BLEED
<b>FULL PAGE</b>	8.25" x 10.75"	8.50" x 11.00"	8.5" x 11.25"
<b>HALF PAGE (horizontal)</b>	8.25" x 5.25"	8.50" x 5.50"	8.75" x 5.75"
<b>QUARTER PAGE</b>	4.00" x 5.25"	4.25" x 5.50"	4.50" x 5.75"
<b>EIGHTH PAGE</b>	4.00" x 2.50"	4.25" x 2.75"	4.50" x 3.00"

**FORMATTING REQUIREMENTS: [Upload to www.tinyurl.com/SCLCADS](http://www.tinyurl.com/SCLCADS)**

- 1 - All ads must be submitted digitally at 300 dpi and actual size.
- 2 - Ads may be submitted as a .eps, .pdf, .jpg or .tiff file
- 3 - A minimum of 1/8" (.125") Bleed is required.

**Your artwork can go outside the Live (Safe) Area, however, the SCLC-sc will not be responsible**

**Rev. William D. Smart, Jr. President & CEO**

Southern Christian Leadership Conference of Southern California (SCLC-SC) | 501 © 3 #46-2373196

Direct: (213) 268-3082 | FAX: (310) 910-0464 | Email: [sclcadmin@sclc-sc.org](mailto:sclcadmin@sclc-sc.org) | Website: [www.sclc-sc.org](http://www.sclc-sc.org)

\* - depending on the level, some sponsorships also cover the MLK Legacy Festival Week



## The 2017 Dr. Martin Luther King, Jr. Legacy Festival Week | Awards & Benefit Gala MONDAY, JANUARY 16, 2017 | RESPONSE FORM

Name: Mr. Mrs. Ms. Miss Dr. \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone ( ) \_\_\_\_\_ Phone ( ) \_\_\_\_\_ Fax ( ) \_\_\_\_\_

Cellular ( ) \_\_\_\_\_ E-Mail \_\_\_\_\_

I (We) would like to join SCLC-SC in the quest to revitalize the dream of Rev. Dr. Martin Luther King Jr. in Southern California at the following partner level: *(please check the selected program)*

**CORPORATE PARTNERS**

- MLK Legacy Festival Diamond Sponsor: \$30,000 and above
- MLK Legacy Festival Platinum Circle: \$15,000
- Legacy Awards Gala Gold Circle: \$7,500
- Legacy Awards Gala Silver Circle: \$5,000
- Legacy Awards Gala Bronze Circle: \$3,500
- Legacy Gala Awards Table Sponsor: \$2,000
- Awards Community Business Sponsor \$500.00

**LEGACY AWARDS GALA PROGRAM ADS DUE: 1/6/16**

- Full Page Color \$1,500.00
- Full Page B/W \$1000.00
- Half-page \$600.00
- Quarter-page \$350.00
- Business Card (1/8th) \$250.00

**MEDIA PARTNER**

- Media Partner \$20,000.00 (in-Kind)

**INDIVIDUAL TICKETS**

I want \_\_\_\_\_ Ticket(s) at \$200.00 each = \$ \_\_\_\_\_

**OTHER SCLC-SC MLK LEGACY FESTIVAL WEEK SPONSORSHIP OPPORTUNITIES**

**(Contact Pastor Smart for Details)**

- Kingdom Day Parade Float Sponsor \$5,000.00
- MLK Legacy Festival Week Interfaith Breakfast \$7,500.00
- Emerging Leaders Youth Oratorical Contest \$10,000.00

**NAME AS YOU WISH IT TO APPEAR IN PROGRAM**  
**On Honorary Committee List**

Name \_\_\_\_\_

Company \_\_\_\_\_

Enclosed is my contribution of \$ \_\_\_\_\_

To pay by **CHECK**: Please complete this form and return with your check payable to: SCLC-SC

To pay by **CREDIT CARD**: This is your authorization to charge the card listed below a total lump sum of \$ \_\_\_\_\_

Visa/MasterCard Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name as it appears on card (Print) \_\_\_\_\_ Signature \_\_\_\_\_

I am unable to become a sponsor at this time but I would like to support the SCLC-SC with a gift of \$ \_\_\_\_\_

I would like to receive further information! Please contact me at: Name: \_\_\_\_\_

Title: \_\_\_\_\_ Company: \_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Please mail or fax this form to the attention of: **Pastor William D. Smart, Jr. President & CEO**  
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Direct: (213) 268-3082 | FAX: (310) 910-0464 | Email: [sclcadmin@sclc-sc.org](mailto:sclcadmin@sclc-sc.org) | Website: [www.sclc-sc.org](http://www.sclc-sc.org)