



2022 KING HOLIDAY OBSERVANCE

IT STARTS WITH ME:

Shifting Priorities to Create
the Beloved Community



"I am convinced that if we are to get on the right side of the world revolution, we as a nation must undergo a radical revolution of values. We must rapidly begin the shift from a 'thing-oriented' society to a 'person-oriented' society."

- Dr. Martin Luther King Jr.

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ABOUT THE KING CENTER & THE KING HOLIDAY

In June 1968, Mrs. Coretta Scott King founded the Atlanta-based Martin Luther King, Jr. Center for Nonviolent Social Change (The King Center) as a living memorial to her husband's life, work, and legacy. For over fifty years, The King Center has served as a global destination, resource center and community institution committed to promoting nonviolence as the pathway to creating the Beloved Community.

Mrs. Coretta Scott King spearheaded a massive educational and lobbying campaign to establish Dr. King's birthday as a national holiday. With prayer, tenacity and unwavering faith, Mrs. King and so many other supporters fought for over 32 years to bring the federal holiday to fruition. In November 1984, President Ronald Reagan signed the bill that designated Dr. King's birthday as a federal holiday and, Mrs. King oversaw the first legal holiday in honor of her husband. Chaired by Mrs. King, in 1984, an act of Congress instituted the Martin Luther King, Jr. Federal Holiday Commission. A second battle was fought to get individual states to also recognize the holiday. This battle was won in 2000 when 50 states would come to recognize Martin Luther King Jr. Federal Holiday.

The Martin Luther King, Jr. holiday is celebrated by millions of people worldwide and, in some form, in over 100 countries. Today, the King Holiday serves multiple purposes: it honors the total legacy of King; focuses on the issue of civil rights; highlights the use of nonviolence to create the beloved community; and calls people to engage in the work of creating a world of peace with justice.

www.thekingcenter.org



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OUR WHY:

The Beloved Community is an inclusive, achievable society, in which problems and conflict can exist, but are resolved peaceably. In the Beloved Community, poverty, discrimination and violence are unacceptable and our policies, practices, and language are infused with unconditional love. Mrs. Coretta Scott King said, “The Beloved Community can be achieved through courage, determination, education, and training if enough people are willing.”

As our nation continues to grapple with a global pandemic, racial injustice and political polarization, this year’s theme is a clear assignment to each of us, “It Starts with Me: Shifting Priorities to Create the Beloved Community.” This we believe is the fierce urgency of the hour if we are to ensure the freedoms and liberties for future generations. “We as a nation must undergo a radical revolution of values. We must rapidly begin the shift from a ‘thing-oriented’ society to a ‘person-oriented’ society. We have come to a crossroads of Nonviolent co-existence or violent co-annihilation. It is time for all of us stand up and join together in choosing the pathway of nonviolence to create a world injustice ceases and love prevails. Together let’s make the necessary shift... Let’s align our values and shift our priorities... Together let’s create the Beloved Community.

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HOW YOU CAN HELP:

The work of The King Center, and our mission-aligned partners, are critically important in creating the Beloved Community. It is time for individuals, organizations, and corporations to commit to organizing our strength into compelling power to ensure liberty and freedom for generations to come. We cannot do this work without you and your support.

In 2021, as we all entered into a virtual world, we were able to successfully pivot to virtual and hybrid King Holiday events and programs. We were extremely excited that our efforts paid off and our King Holiday celebration and commemoration reached over 2.9 million individuals all over the world.

We realize everything we do takes the collective efforts of our Beloved Community. It's only because of generous donors and sponsors, we are able to continue our efforts to move humanity forward and ensure liberties and freedoms for generations to come. We hope that you will be able to make a commitment and join us this year as we continue our mission to create a just, humane, equitable, sustainable and peaceful world. Included below are this year's sponsorship opportunities. Join us and together let's shift our priorities... let's create the Beloved Community!

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SPONSORSHIP OPPORTUNITIES

PREMIER KING HOLIDAY OBSERVANCE (KHO) SPONSOR

\$100,000

- Recognition as a Premier partner with logo/link on event marketing materials and digital platforms
- Verbal acknowledgement and recognition as a Premier sponsor during all KHO activities
- Opportunity for remarks at the Beloved Community Awards and Press Conference
- Opportunity for twenty (20) employees to attend a Nonviolence365® Virtual Workshop or Training
- Opportunity to attend virtual fireside chat with Dr. Bernice A. King, CEO of The King Center, for up to twelve (12) senior-level executives from your company
- Facebook/Twitter Postings Highlighting 2022 KHO Sponsorship
- :30-:60 Second Remarks or Video (Ad) played during Beloved Community Awards
- Co-branded logos on collateral marketing and publicity materials
- High brand placement multiple times during Beloved Community Summit, Beloved Community Awards and Beloved Community Commemorative Service
- Full Page Statement (color) in Beloved Community Awards Program Booklet w/logo
- Full Page Ad (color) in Beloved Community Commemorative Service Program
- Mention in 2022 King Holiday Observance press releases
- Sponsorship listing with Company Logo on the King Center Website
- Name and logo listed on screen as a Premier Sponsor during the Beloved Community Summit, Beloved Community Awards, and Beloved Community Commemorative Service
- Name and logo listed in 2022 King Holiday Observance Virtual Program Book
- Provide annual full-tuition scholarships for two (2) youth to attend The Beloved Community Leadership Academy
- Opportunity to provide virtual swag item/coupon for attendees

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2022 KING HOLIDAY OBSERVANCE

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SPONSORSHIP OPPORTUNITIES

BELOVED COMMUNITY SPONSOR

\$75,000

- Opportunity for remarks at the press conference
- Opportunity for ten (10) employees to attend a Nonviolence365® Virtual Workshop or Training
- Opportunity to attend virtual fireside chat with Dr. Bernice A. King, CEO of The King Center, for up to ten (10) senior-level executives from your company
- Facebook/Twitter Postings Highlighting 2022 KHO Sponsorship
- :30-:60 Second Remarks or Video (Ad) played during Beloved Community Awards
- Co-branded logos on collateral marketing and publicity materials
- High brand placement multiple times during Beloved Community Summit, Beloved Community Awards and Beloved Community Commemorative Service
- Logo Placement on The King Center Website highlighting sponsorship with link to company's website
- Full Page Statement (color) in Beloved Community Awards Program Booklet with logo
- Full Page Ad (color) in Beloved Community Commemorative Service Program
- Mention in 2022 King Holiday Observance press releases
- Sponsorship listing with Company Logo on the King Center website
- Name and logo listed on screen as a Beloved Community Sponsor during the Beloved Community Summit, Beloved Community Awards, and Beloved Community Commemorative Service
- Name and logo listed in 2022 King Holiday Observance Virtual Program Book
- Opportunity to provide virtual swag item/coupon for attendees

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SPONSORSHIP OPPORTUNITIES

DREAM SPONSOR

\$50,000

- Facebook/Twitter Postings Highlighting 2022 KHO Sponsorship
- Opportunity to attend virtual fireside chat with Dr. Bernice A. King, CEO of The King Center, for up to seven (7) senior-level executives from your company
- :30-:60 Second Remarks or Video (Ad) played during Beloved Community Awards
- Co-branded logos on collateral marketing and publicity materials
- Prominent brand placement multiple times during Beloved Community Summit, Beloved Community Awards and Beloved Community Commemorative Service
- Logo Placement on The King Center Website Highlighting Sponsorship with Link to Company's website
- Full Page Statement (Color) in Beloved Community Awards Program Booklet w/logo
- Full Page Ad (Color) in Beloved Community Commemorative Service Program
- Mention in 2022 King Holiday Observance press releases
- Sponsorship listing with Company Logo on The King Center Website
- Name and logo listed on screen as a Dream Sponsor during the Beloved Community Summit, • Beloved Community Awards, and Beloved Community Commemorative Service
- Name and logo listed in 2022 King Holiday Observance Virtual Program Book
- Opportunity to provide virtual swag item/coupon for attendees

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SPONSORSHIP OPPORTUNITIES

SIGNATURE SPONSOR • \$25,000

- Logo Placement on The King Center Website Highlighting Sponsorship with Link to Company's website
- 1/2 Page Statement (Color) in Beloved Community Awards Program Booklet w/logo
- 1/2 Page Ad (Color) in Beloved Community Commemorative Service Program
- Mention in 2022 King Holiday Observance press releases
- Sponsorship listing with Company Logo on The King Center Website
- Name and logo listed on screen as a Signature Sponsor during the Beloved Community Summit, Beloved Community Awards, and Beloved Community Commemorative Service
- Name and logo listed in 2022 King Holiday Observance Virtual Program Book
- Opportunity to provide virtual swag item/coupon for attendees
- Opportunity to attend virtual fireside chat with Dr. Bernice A. King, CEO of The King Center, for up to five (5) senior-level executives from your company

HOST SPONSOR • \$15,000

- Sponsorship listing with Company Logo on The King Center Website
- Name and logo listed on screen as a Host Sponsor during the Beloved Community Summit, Beloved Community Awards, and Beloved Community Commemorative Service
- Name and logo listed in 2022 King Holiday Observance Virtual Program Book
- Opportunity to provide virtual swag item/coupon for attendees
- Opportunity to attend virtual fireside chat with Dr. Bernice A. King, CEO of The King Center, for three (3) senior-level executives from your company

CORPORATE SPONSOR • \$5,000

- Sponsorship listing with Company Logo on The King Center Website
- Name listed on screen as a Corporate Sponsor during the Beloved Community Summit, Beloved Community Awards, and Beloved Community Commemorative Service
- Name and logo listed in 2022 King Holiday Observance Virtual Program Book
- Opportunity to attend virtual fireside chat with Dr. Bernice A. King, CEO of The King Center, for two (2) senior-level executives from your company

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THE 2022 BELOVED COMMUNITY GLOBAL SUMMIT

“...we as a nation must undergo a radical revolution of values. We must rapidly begin the shift from a “thing-oriented” society to a “person-oriented” society. When machines and computers, profit motives and property rights are considered more important than people, the giant triplets of racism, materialism, and militarism are incapable of being conquered...”

- Dr. Martin Luther King Jr.

As our nation grapples with racial injustice and political polarization, the work of The King Center, and our mission-aligned partners, is critically important to turning the tide. However, we cannot do it without the support and assistance of individuals and organizations like you.

Our theme for this year is “It Starts with Me: Shifting Priorities to Reflect the Beloved Community.” This is a call to corporations, organizations, leaders, and individuals to look within and commit to doing their part to work towards creating the Beloved Community.

The 2022 Beloved Community Global Summit is a gathering of individuals and organizations who are committed to the creation of the Beloved Community. The Beloved Community Global Summit will begin the oftentimes tough conversation of looking within to determine how we, as individuals, can effect change in our world. The Global Summit, will feature intergenerational conversations with national and international social justice leaders about how we begin to achieve this goal. In addition, a Youth Summit will take place on the second day, where national and international middle and high school students will explore creating the Beloved Community.

One of the culminating components of the 2022 Summit is an invitation to join the Beloved Community Network. The Network is an opportunity to join with other mission-aligned organizations and individuals who have committed to creating the Beloved Community. This is the first step in a process that will take time but ultimately will result in Dr. King’s vision of a world that is more just, human, equitable, peaceful and sustainable.

Our 2021 Summit reached more than 186,000 participants. Together we can we provide our global community with the tools necessary to bridge the divides in our world. By making your pledge or contribution today, you are providing an opportunity for individuals around the world to engage and share innovative solutions and ideas on creating a just, humane, equitable and peaceful world. Join us and make your contribution today... together let’s Create the Beloved Community”.

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THE 2022 BELOVED COMMUNITY GLOBAL SUMMIT

SPONSORSHIP OPPORTUNITY BELOVED COMMUNITY GLOBAL SUMMIT

LEAD SPONSOR | \$75,000

- Opportunity for remarks at the Press Conference
- Opportunity for ten (10) employees to attend a Nonviolence365® Virtual Workshop or Training
- Facebook/Twitter Postings Highlighting 2022 Beloved Community Summit Sponsorship
- :30-:60 Second Remarks and :60 second Video played during Beloved Community Summit
- Co-branded logos on collateral marketing and publicity materials
- Opportunity to attend virtual fireside chat with Dr. Bernice A. King, CEO of The King Center, for up to ten (10) senior-level executives from your company
- Prominent brand placement multiple times during Beloved Community Summit, Beloved Community Awards and Beloved Community Commemorative Service
- Logo Placement on The King Center Website highlighting the sponsorship with a link to the company's website • Full Page Statement (Color) in Virtual Beloved Community Awards Program Booklet
- Full Page Ad (Color) in Virtual Beloved Community Commemorative Service Program
- Mention in 2022 King Holiday Observance press releases

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THE 2022 BELOVED COMMUNITY GLOBAL SUMMIT

SPONSORSHIP OPPORTUNITY BELOVED COMMUNITY GLOBAL SUMMIT

PREMIER SPONSOR | \$50,000

- Facebook/Twitter Postings Highlighting 2022 Beloved Community Summit Sponsorship
- :30 Second Remarks played during Beloved Community Summit
- Co-branded logos on collateral marketing and publicity materials
- Opportunity to attend virtual fireside chat with Dr. Bernice A. King, CEO of The King Center, for up to seven (7) senior-level executives from your company
- Prominent brand placement multiple times during Beloved Community Summit, Beloved Community Awards and Beloved Community Commemorative Service
- Logo Placement on The King Center Website highlighting the sponsorship with a link to the company's website • Half Page Statement (Color) in Virtual Beloved Community Awards Program Booklet
- Half Page Ad (Color) in Virtual Beloved Community Commemorative Service Program
- Mention in 2022 King Holiday Observance press releases

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THE 2022 BELOVED COMMUNITY GLOBAL SUMMIT

SPONSORSHIP OPPORTUNITY BELOVED COMMUNITY GLOBAL SUMMIT

SIGNATURE SPONSOR | \$25,000

- Logo Placement on The King Center Website Highlighting Sponsorship with Link to Company's website
- 1/2 Page Statement (Color) in Beloved Community Awards Program Booklet w/logo
- 1/2 Page Ad (Color) in Beloved Community Commemorative Service Program Mention in 2022 King Holiday Observance press releases
- Opportunity to attend virtual fireside chat with Dr. Bernice A. King, CEO of The King Center, for up to five (5) senior-level executives from your company
- Sponsorship listing with Company Logo on The King Center Website
- Name and logo listed on screen as a Signature Sponsor during the Beloved Community Summit, Beloved Community Awards, and Beloved Community Commemorative Service
- Name and logo listed in 2022 King Holiday Observance Virtual Program Book
- Opportunity to provide virtual swag item/coupon for attendees

ALL SPONSORSHIP COMMITMENTS ARE DUE NO LATER THAN 11/31/2022

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