



2024

BELOVED COMMUNITY **INTERNATIONAL EXPO**

TRAVEL AROUND THE WORLD WITHOUT LEAVING ATLANTA

SATURDAY, SEPTEMBER 7TH, 2024 • 11AM-5:30PM



449 AUBURN AVENUE, NE ATLANTA, GEORGIA 30312



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WHO WE ARE

The Martin Luther King, Jr. Center for Nonviolent Social Change (“The King Center”), located in Atlanta, GA, is a 501(c)(3) nonprofit organization established in 1968 by Mrs. Coretta Scott King to serve as the official living memorial to the life, legacy, and leadership of Dr. Martin Luther King, Jr. The King Center is a global destination, resource center, and education and training hub. Each year, nearly one million people make the pilgrimage to the Center to learn about and from, be inspired by, and honor Dr. King.

Mrs. King envisioned The King Center as “...a living memorial filled with all the vitality that was his [Dr. King’s], a center of human endeavor, committed to the causes for which he lived and died.” With the leadership of Dr. Bernice A. King, CEO of The King Center, that vision continues to be realized today through a wide range of youth, advocacy, educational, and service initiatives that ensure the King legacy, inclusive of training on how to apply Dr. King’s philosophy and methodology of nonviolence, remains viable and relevant. The King Center’s experiences galvanize people around Dr. King’s unfinished work, strengthen social justice causes, and empower positive change-makers across generations to create the Beloved Community.

BELOVED COMMUNITY INTERNATIONAL EXPO

The Beloved Community International Expo is an all-encompassing experience for global citizens to unite in celebration of Dr. King’s love-centered vision of the Beloved Community, which Mrs. King described as “a realistic vision of an achievable society,” where justice, equity, and true peace are achieved through nonviolence. In collaboration with the National Historic Park and the Atlanta Consular Corps (representing more than 20 countries and other key stakeholders), The King Center’s historic campus will be transformed into a “World House.”

During the Expo, people of all ages can travel around the world without leaving what we affectionately call “Sweet Auburn.” The Expo celebrates cultures from across the globe by showcasing captivating musical and dance performances and exhibiting curated creative works and attire. To further enhance the innovative, inspiring experience for guests, there will also be a Children’s Corner and a Food Court. These facets serve to meet a central goal of the Beloved Community International Expo, which is to embrace and value both our differences and commonalities within the “World House.”

Highlighted Programs:

BELOVED COMMUNITY LEADERSHIP ACADEMY

The Beloved Community Leadership Academy (BCLA) is the premier youth program of The Martin Luther King Jr. Center for Nonviolent Social Change (The King Center). The program focuses on Nonviolence365® and how to integrate and apply it in the areas of Technology and Innovation, Business, Leadership, and Entrepreneurship. The Beloved Community Leadership Academy is committed to developing the next generation of compassionate, courageous, conscientious, nonviolent leaders who think critically in solving pressing world issues.

STUDENTS WITH KING

Students with King is The King Center’s flagship engagement platform for Elementary, Middle, and High School students. Offering a series of dynamic and inspirational programming, this initiative aims to empower teachers to bring the King Legacy into the classrooms, while providing student-centered programming that supports literacy development, character-building, and social-emotional learning objectives.



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SPONSORSHIP OPPORTUNITIES:

PREMIER (\$25,000)

- Name Displayed on the Beloved Community International Expo (BCIE) Performance Stage
- Opportunity for Executive remarks at the Beloved Community International Expo
- Opportunity to receive a signed book and photo op with Dr. Bernice A. King
- Brand visibility during the 2024 King Center BCIE including logo on promotional material, social media mentions, mentions in ads and media
- 30-60 Second Video (Ad) played during Beloved Community International Expo
- Listed as a sponsor on The King Center's website
- Mentioned in the press release promoting the 2023 King Center BCIE
- Co-branded social media
- Opportunity to have a display table
- Opportunity to provide give-a-ways

BELOVED (\$15,000)

- Opportunity to receive a signed book and photo op with Dr. Bernice A. King
- Brand visibility during the 2024 King Center BCIE including logo on promotional material, social media mentions, mentions in ads and media
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DREAM (\$5,000)

- Brand visibility during the 2024 King Center BCIE including logo on promotional material, social media mentions, mentions in ads and media
- 0-30 Second Video (Ad) played during Beloved Community International Expo
- Listed as a sponsor on The King Center's website
- Co-branded social media
- Opportunity to have a display table
- Opportunity to provide give-a-ways

HOST (\$1,000)

- Brand visibility during the 2024 King Center BCIE including logo on promotional material, social media mentions, mentions in ads and media
- Listed as a sponsor on The King Center's website
- Co-branded social media
- Opportunity to provide give-a-ways



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Yes, I want to support the Beloved Community International Expo!

(PLEASE CHECK BOX BELOW):

Please indicate sponsorship level:

Lead Sponsor (\$10,000) Sponsor (\$7,500) (\$5,000) (\$2,500) (\$1,000)

Contact name: _____

Company name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

E-mail: _____

Can't make our Expo but would like to contribute? Donate Here:

Payment

Enclosed is a check made payable to The King Center.

Credit card (American Express, Visa, Mastercard, Discover)

Name as it appears on card _____

Card # _____ Exp. Date: _____ CVV: _____

Billing address (if different from above) _____

Signature _____

Sponsorships and details also available at <https://thekingcenter.org>

The King Center Address: 449 Auburn Avenue, NE Atlanta, Georgia 30312

For more information regarding sponsorship please contact elee@thekingcenter.org

