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# KING HOLIDAY OBSERVANCE

SPONSORSHIP  
OPPORTUNITIES



**MISSION POSSIBLE:** PROTECTING FREEDOM, JUSTICE, AND DEMOCRACY IN THE SPIRIT OF NONVIOLENCE365





## ABOUT THE KING CENTER & THE KING HOLIDAY

In June 1968, less than three months after Dr. Martin Luther King, Jr. was assassinated, Mrs. Coretta Scott King founded the Atlanta-based Martin Luther King, Jr. Center for Nonviolent Social Change (The King Center) as the official living memorial to her husband's life, work, and legacy. For over fifty years, The King Center has served as a global destination, resource and training hub, and visionary institution committed to promoting nonviolence as the pathway to creating the Beloved Community. Coinciding with her leadership of The King Center, Mrs. King spearheaded a massive educational and lobbying campaign to establish Dr. King's birthday as a national holiday. With strategy, determination, and unwavering faith, Mrs. King and other supporters, including the King family, worked for over 15 years to bring the federal holiday to fruition. Their work yielded the desired result, when, in November 1983, President Ronald Reagan signed the bill that designated Dr. Martin Luther King, Jr.'s birthday as a federal holiday.

Today, the Martin Luther King, Jr. Holiday (MLK Day) is celebrated by millions of people in over 100 countries. The King Center's King Holiday Observance honors the comprehensive legacy and global influence of Dr. King; focuses on increasing awareness about current civil and human rights issues; espouses and educates on the use of nonviolence to create the Beloved Community; and calls people up to engage in creating the Beloved Community.

## OUR WHY

The King Center's vision is the Beloved Community, where injustice ceases and love prevails. The Beloved Community is not a lofty, unattainable utopia but an inclusive, achievable society, in which problems and conflict can exist, but are resolved peaceably. It is a state of mind and condition of the heart that begins with each of us and then expands to permeate our homes, families, communities, schools, and every sector of society, including government and industry.

However, we must have the will, capacity and ability to create the Beloved Community. As of founder, Mrs. Coretta Scott King, said, "The Beloved Community can be achieved through courage, determination, education, and training if enough people are willing."

As we survey our World House, it is evident that humanity has yet to collectively envision, embrace, and endeavor toward the Beloved Community. Throughout the world, we continue to grapple with hateful ideologies, political polarization, discriminatory policies, violence in many forms, environmental injustice, and a myriad of other manifestations of inhumanity. While apathy and despair tempt us, we must choose love-centered action and hope. This year's theme, Mission Possible: Protecting Freedom, Justice, and Democracy in the Spirit of Nonviolence<sup>365</sup> challenges us all. We must protect our freedoms, ensure justice prevails and respect our democracy.

We invite citizens of the world to rise with us; to join us in creating the Beloved Community; to accept the challenge for individual, cultural, and societal transformation; to study and apply nonviolence as the tangible, humane, powerful, principled, and active pathway to the Beloved Community; and to co-labor with us in strategically addressing the inequities and ideologies that threaten our existence.

## WHY WE NEED YOUR SUPPORT

The work of The King Center, and our mission-aligned partners, is critically important in creating the Beloved Community. Together, we can organize our collective strength into compelling power to ensure justice and freedom for generations to come. Together, and starting with us, we can train people across the globe to cultivate cultures and communities that engage all with dignity and compassion. Together, with you as our generous donors and sponsors, we can facilitate initiatives, coordinate advocacy and provide learning opportunities to make our society more just, humane, equitable and peaceful. Included below are this year's sponsorship opportunities. We invite you to make a commitment today and join us.





2025



# KING HOLIDAY OBSERVANCE

## SPONSORSHIP OPPORTUNITIES

## LEGACY KING HOLIDAY OBSERVANCE (KHO SPONSOR) \$250,000

- Title sponsorship of Beloved Community Awards (BCA) red carpet and pre-reception
- Opportunity to brand the Beloved Community Awards (BCA) pre-reception space
- Provide full-tuition scholarships for four (4) youth to attend The Beloved Community Leadership Academy
- Opportunity for thirty (30) individuals to attend the Beloved Community Awards
- 30-60 Second Video or In-person Remarks from CEO during Beloved Community Awards
- Recognition as a Legacy partner with logo on event marketing materials and digital platforms. (Social Media, post, or tags)
- Opportunity for Executive remarks at the King Holiday Press Conference
- Opportunity for twenty-five (25) employees to attend an online Nonviolence365<sup>®</sup> asynchronous corporate learning experience
- 30-60 Second Video (Ad) played during Beloved Community Awards
- VIP Photo Op with Dr. King during the Pre-reception for 10 attendees
- Social Media Postings Highlighting 2024 KHO Sponsors
- Logo included on “red carpet” step and repeat
- Name (and logo) listed on screen as a Legacy Sponsor during the Beloved Community Summit, Beloved Community Awards, and Beloved Community Commemorative Service
- Opportunity for 10 individuals to attend the Beloved Community Martin Luther King, Jr. Commemorative Service
- Full Page Statement in Beloved Community Awards Program Booklet w/logo
- Full Page Ad (color) in Beloved Community Commemorative Service Program
- Mention in 2024 King Holiday Observance press releases
- Logo Placement on The King Center Website Highlighting Sponsorship with Link to Company’s website
- Opportunity to attend virtual fireside chat with Dr. Bernice A. King, CEO of The King Center, for up to fifteen (15) senior-level executives from your company
- Name and logo listed in 2024 King Holiday Observance Program Book
- Sponsorship listing with company logo on the King Center website
- Opportunity to provide “swag” item/coupon for attendees





2025



# KING HOLIDAY OBSERVANCE

## SPONSORSHIP OPPORTUNITIES



## PREMIER KING HOLIDAY OBSERVANCE (KHO) SPONSOR \$100,000

- Provide full-tuition scholarships for two (2) youth to attend The Beloved Community Leadership Academy
- Opportunity for twenty (20) individuals to attend the Beloved Community Awards
- 30-60 Second Video or In-person Remarks from CEO during Beloved Community Awards
- Recognition as a Premier partner with logo on event marketing materials and digital platforms. (Social Media, post, or tags)
- Opportunity for Executive remarks at the King Holiday Press Conference
- Opportunity for twenty (20) employees to attend an online Nonviolence365® asynchronous corporate learning experience
- 30-60 Second Video (Ad) played during Beloved Community Awards
- VIP Photo Op with Dr. King during the Pre-reception for 6 attendees
- Social Media Postings Highlighting 2025 KHO Sponsors
- Logo included on “red carpet” step and repeat
- Name (and logo) listed on screen as a Premier Sponsor during the Beloved Community Summit, Beloved Community Awards, and Beloved Community Commemorative Service
- Opportunity for 6 individuals to attend the Beloved Community Martin Luther King, Jr. Commemorative Service
- Full Page Statement in Beloved Community Awards Program Booklet w/logo
- Full Page Ad (color) in Beloved Community Commemorative Service Program
- Mention in 2025 King Holiday Observance press releases
- Logo Placement on The King Center Website Highlighting Sponsorship with Link to Company's website
- 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
- Name and logo listed in 2025 King Holiday Observance Program Book
- Sponsorship listing with company logo on the King Center website
- Opportunity to provide “swag” item/coupon for attendees





2025



# KING HOLIDAY OBSERVANCE SPONSORSHIP OPPORTUNITIES

## BELOVED COMMUNITY SPONSOR \$75,000

- Opportunity for Executive remarks at the King Holiday Press Conference
- Opportunity for ten (10) employees to attend an online Nonviolence365® asynchronous corporate learning experience
- 30-60 Second Video (Ad) played during Beloved Community Awards
- VIP Photo Op with Dr. King during the Pre-reception for 5 attendees
- Social Media Postings Highlighting 2025 KHO Sponsors
- Logo included on “red carpet” step and repeat
- Name (and logo) listed on screen as a Beloved Community Sponsor during the Beloved Community Summit, Beloved Community Awards, and Beloved Community Commemorative Service
- Opportunity for 6 individuals to attend the Beloved Community Martin Luther King, Jr. Commemorative Service
- Full Page Statement in Beloved Community Awards Program Booklet w/logo
- Full Page Ad (color) in Beloved Community Commemorative Service Program
- Mention in 2025 King Holiday Observance press releases
- Logo Placement on The King Center Website Highlighting Sponsorship with Link to Company’s website
- 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
- Opportunity for 20 individuals to attend the Beloved Community Awards
- Name and logo listed in 2025 King Holiday Observance Program Book
- Sponsorship listing with company logo on the King Center website
- Opportunity to provide “swag” item/coupon for attendees





2025

# KING HOLIDAY OBSERVANCE

## SPONSORSHIP OPPORTUNITIES



## DREAM SPONSOR \$50,000

- 30 Second Video (Ad) played during Beloved Community Awards
- Opportunity for 16 individuals to attend the Beloved Community Awards
- VIP Photo Op with Dr. King during the Pre-reception for four attendees
- Social Media Postings Highlighting 2025 KHO Sponsors
- Logo included on “red carpet” step and repeat
- Name (and logo) listed on screen as a Dream Sponsor during the Beloved Community Summit, Beloved Community Awards, and Beloved Community Commemorative Service
- Opportunity for 4 individuals to attend the Beloved Community Martin Luther King, Jr. Commemorative Service
- 1/2 Page Statement in Beloved Community Awards Program Booklet w/logo
- 1/2 Page Ad (color) in Beloved Community Commemorative Service Program
- Mention in 2025 King Holiday Observance press releases
- Logo Placement on The King Center Website Highlighting Sponsorship with Link to Company’s website
- Opportunity to attend virtual fireside chat with Dr. Bernice A. King, CEO of The King Center, for up to eight (8) senior-level executives from your company
- Name and logo listed in 2025 King Holiday Observance Program Book
- Sponsorship listing with company logo on the King Center website
- Opportunity to provide “swag” item/coupon for attendees





2025

# KING HOLIDAY OBSERVANCE SPONSORSHIP OPPORTUNITIES



## SIGNATURE SPONSOR • \$25,000

- Opportunity for 10 individuals to attend the Beloved Community Awards
- 1/2 Page Statement in Beloved Community Awards Program Booklet w/logo
- 1/2 Page Ad (color) in Beloved Community Commemorative Service Program
- Mention in 2024 King Holiday Observance press releases
- Logo Placement on The King Center Website Highlighting Sponsorship with Link to Company's website
- Opportunity to attend virtual fireside chat with Dr. Bernice A. King, CEO of The King Center, for up to six (6) senior-level executives from your company
- Name (and logo) listed on screen as a Signature Sponsor during the Beloved Community Summit, Beloved Community Awards, and Beloved Community Service
- Opportunity for 2 individuals to attend the Beloved Community Martin Luther King Jr Commemorative Service
- Name and logo listed in 2025 King Holiday Observance Program Book
- Sponsorship listing with company logo on the King Center website
- Opportunity to provide "swag" item/coupon for attendees

## HOST SPONSOR • \$15,000

- Opportunity for 8 individuals to attend the Beloved Community Awards
- Opportunity to attend virtual fireside chat with Dr. Bernice A. King, CEO of The King Center, for up to four (4) senior-level executives from your company
- 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 2025 King Holiday Observance Program Book
- Sponsorship listing with company logo on the King Center website
- Opportunity to provide "swag" item/coupon for attendees

## CORPORATE SPONSOR • \$7,500

- Opportunity for 4 individuals to attend the Beloved Community Awards
- Name and logo listed in 2024 King Holiday Observance Program Book
- Sponsorship listing with company logo on the King Center website
- Opportunity to attend Fireside Chat with Dr. Bernice A. King, CEO of The King Center, for two (2) senior-level executives from your company
- Opportunity to provide "swag" item/coupon for attendees





# 2025

# KING HOLIDAY OBSERVANCE SPONSORSHIP OPPORTUNITIES



## 2025 BELOVED COMMUNITY AWARDS AFTERGLOW

The 2025 Beloved Community Awards Ceremony (formerly the Salute to Greatness Awards Ceremony) is The King Center's annual fundraiser. The Awards recognize individuals and organizations who are doing something substantive to create the Beloved Community in their respective areas of influence. The ceremony and the Afterglow are a celebration of the honorees and their positive, impactful work to shift culture in the interest of ensuring a more just, humane, equitable and peaceful world.



## AFTERGLOW SPONSOR • \$175,000

- Opportunity to provide "swag" item/coupon for attendees
- Exclusive Title sponsorship of KHO Afterglow Concert
- Opportunity to brand the KHO Afterglow venue
- Opportunity for Executive remarks during the Afterglow concert
- Name (and logo) listed on screen as an Exclusive Title Sponsor during the Beloved Community Summit, Beloved Community Awards
- VIP Photo Op with Dr. King during the Pre-reception for 10 attendees
- VIP Photo Op with Afterglow Artist for 10 attendees
- Opportunity for 16 individuals to attend the KHO Afterglow concert, which includes a VIP section for 16 individuals
- Opportunity for 8 individuals to attend the Beloved Community Awards
- Opportunity for 8 individuals to attend the Beloved Community Martin Luther King, Jr. Commemorative Service
- Full Page Ad in Beloved Community Awards Program Booklet w/logo
- Recognition as an Exclusive Title partner with logo on event marketing materials and digital platforms. (Social Media, post or tags)
- Logo included on "red carpet" step and repeat
- Verbal acknowledgement and recognition as an Afterglow sponsor during all KHO activities
- Opportunity for twenty-five (25) employees to attend an online Nonviolence365® asynchronous corporate learning experience
- 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
- Social postings highlighting 2025 KHO Sponsorship
- 30-60 Second Video (Ad) played during Beloved Community Awards
- Mention in 2025 King Holiday Observance press releases
- Logo Placement on The King Center Website Highlighting Sponsorship with Link to Company's website
- Opportunity to provide "swag" item for attendees





# 2025 BELOVED COMMUNITY GLOBAL SUMMIT

The 2025 Beloved Community Global Summit will be an impactful and enlightening summit that explores the intersection of artificial intelligence (AI) and the principles of freedom, justice, and democracy, all through the lens of Nonviolence365. This event will bring together thought leaders, experts, and advocates to discuss how AI can be harnessed to protect and promote these fundamental values in our society.

## BELOVED SPONSOR • \$75,000

- Opportunity for remarks at the Press Conference
- Opportunity for ten (10) employees to attend an online Nonviolence365® asynchronous corporate learning experience
- Social Media Postings Highlighting 2024 Beloved Community Summit Sponsorship
- 30-60 Second Executive remarks during Beloved Community Summit
- 60 second video ad played during Beloved Community Summit
- Opportunity to attend virtual fireside chat with Dr. Bernice A. King, CEO of The King Center, for up to eight (8) senior-level executives from your company
- Name (and logo) listed on screen as a Beloved Sponsor during Beloved Community Summit
- Logo Placement on The King Center Website highlighting the sponsorship with a link to the company's website
- Full Page Statement (Color) in Beloved Community Awards Program Booklet
- Full Page Ad (Color) in Beloved Community Commemorative Service Program
- Mention in 2024 King Holiday Observance press releases
- Opportunity for 10 individuals to attend the Beloved Community Awards

## DREAM SPONSOR • \$50,000

- Social Media Postings Highlighting 2024 Beloved Community Summit Sponsorship
- 30 Second Executive remarks during Beloved Community Summit
- 30 second video ad played during Beloved Community Summit
- Opportunity to attend virtual fireside chat with Dr. Bernice A. King, CEO of The King Center, for up to six (6) senior-level executives from your company
- Name (and logo) listed on screen as a Dream Sponsor during Beloved Community Summit
- Logo Placement on The King Center Website highlighting the sponsorship with a link to the company's website
- 1/2 Page Statement (Color) in Beloved Community Awards Program Booklet
- 1/2 Page Ad (Color) in Beloved Community Commemorative Service Program
- Mention in 2024 King Holiday Observance press releases
- Opportunity for 8 individuals to attend the Beloved Community Awards

## SIGNATURE SPONSOR • \$25,000

- 30 second video ad played during Beloved Community Summit
- Opportunity to attend virtual fireside chat with Dr. Bernice A. King, CEO of The King Center, for up to two (2) senior-level executives from your company
- Logo Placement on The King Center Website highlighting the sponsorship with a link to the company's website
- 1/2 Page Statement (Color) in Beloved Community Awards Program Booklet
- 1/2 Page Ad (Color) in Beloved Community Commemorative Service Program
- Opportunity for 4 individuals to attend the Beloved Community Awards

## INSPIRE SPONSOR (YOUTH SUMMIT) • \$35,000

- Provide full-tuition scholarship for two (2) youth to attend The Beloved Community Leadership Academy
- Opportunity to attend virtual fireside chat with Dr. Bernice A. King, CEO of The King Center, for up to two (2) senior-level executives from your company
- Name (and logo) listed on screen as a Dream Sponsor during Beloved Community Summit
- Logo Placement on The King Center Website highlighting the sponsorship with a link to the company's website
- 1/2 Page Statement (Color) in Beloved Community Awards Program Booklet
- 1/2 Page Ad (Color) in Beloved Community Commemorative Service Program
- Mention in 2024 King Holiday Observance press releases
- Opportunity for 4 individuals to attend the Beloved Community Awards
- Provide in-person luncheon for students