

# BELOVED COMMUNITY SERVICE PROJECT

**MISSION POSSIBLE:** *PROTECTING FREEDOM, JUSTICE, AND  
DEMOCRACY IN THE SPIRIT OF NONVIOLENCE*365

DIGITAL ILLUSTRATIONS OF DR. KING AND CORETTA SCOTT KING BY LAURENBOURBON SHERLEY © 2024/2025. PERMISSIONS GRANTED BY THE ESTATE OF MARTIN LUTHER KING, JR. AND THE ESTATE OF CORETTA SCOTT KING.



## 2025 King Holiday – Beloved Community Service Project *Empowering Change, Honoring Legacy*

**Monday, January 20, 2025**

### **Join Us for a Meaningful MLK Day of Service**

In honor of Dr. Martin Luther King Jr.'s legacy, we invite you to participate in a day dedicated to giving back to our community. For MLK Day of Service 2025, we have an array of impactful projects designed to make a difference in the lives of those in need. Your involvement will contribute to meaningful change and promote the values of service and compassion.

**Thanks to our community partners, volunteers and sponsors, last MLK Day of Service we provided more than 5,000 care kits. Our goal for 2025 is to provide 10,000 essential kits for our homeless and unsheltered neighbors, new mothers and their children and veterans.** These kits will include items such as hygiene products and non-perishable food. This project aims to provide immediate relief and support to those facing housing insecurity and vulnerable populations.

#### **Expected Impact:**

- Provide essential items to those in need, helping to alleviate some of the challenges faced by vulnerable populations and raise awareness about homelessness, housing insecurity, veterans, and underserved communities within our community.
- Encouraging community members to participate actively in service, promoting the values of compassion and equality championed by Dr. King.
- Creating a foundation for ongoing support and engagement with local organizations dedicated to addressing homelessness and related issues.

#### **Expected Reach:**

- Approximately 10,000 individuals and families including new mothers, children and veterans will directly benefit from the care kits.
- Engaging volunteers from diverse backgrounds, fostering a sense of community and collective action.
- Raising awareness about homelessness and housing insecurity within our community.

**Expected Media Reach:** 2.73 Billion

# Sponsorship Opportunities

## Premier Service Project Sponsorship – \$25,000

- Mention in press releases and event marketing materials as the premier service project sponsor.
- Opportunity to speak at the 2025 King Holiday Press Conference
- Co-branded materials throughout the MLK Day of Service event
- Logo placement on the event website and social media marketing graphics
- Full-page feature in the MLK Day of Service Guide (distributed nationwide)
- Nonviolence365 Training for 10 staff members
- Opportunity for 8 individuals to attend the MLK Jr. Beloved Community Awards
- Dedicated social media posts highlighting the sponsorship
- Featured mention in press releases and event marketing materials
- Logo placement on the event website and social media marketing graphics
- Recognized as a sponsor on bi- weekly eblast to more than 10,000 recipients
- Branding opportunity of a Care Kit packing station

## Legacy of Service Sponsorship – \$15,000

- Prominent mention in press releases and event marketing materials.
- Brand visibility at the registration table and throughout the MLK Day of Service event.
- Logo placement on the event website and social media marketing graphics
- Full-page feature in the MLK Day of Service Guide (distributed nationwide)
- Nonviolence 365 Training for 5 staff members
- Opportunity for 6 individuals to attend the MLK Jr. Beloved Community Awards
- Dedicated social media posts highlighting the sponsorship
- Featured mention in press releases and event marketing materials
- Logo placement on the MLK Day of Service Guide, event website and social media marketing graphics
- Recognized as a sponsor on bi- weekly eblast to more than 10,000 recipients
- Branding opportunity of a Care Kit packing station

## Beloved Community Sponsorship – \$7,500

- 1/2 page feature in the MLK Day of Service Guide (distributed nationwide).
- Logo placement on event website and social media marketing graphics.
- Branding opportunity of a Care Kit packing station
- Recognized as a sponsor on bi- weekly eblast to more than 10,000 recipients