



2027 KING HOLIDAY OBSERVANCE

Sponsorship Opportunities

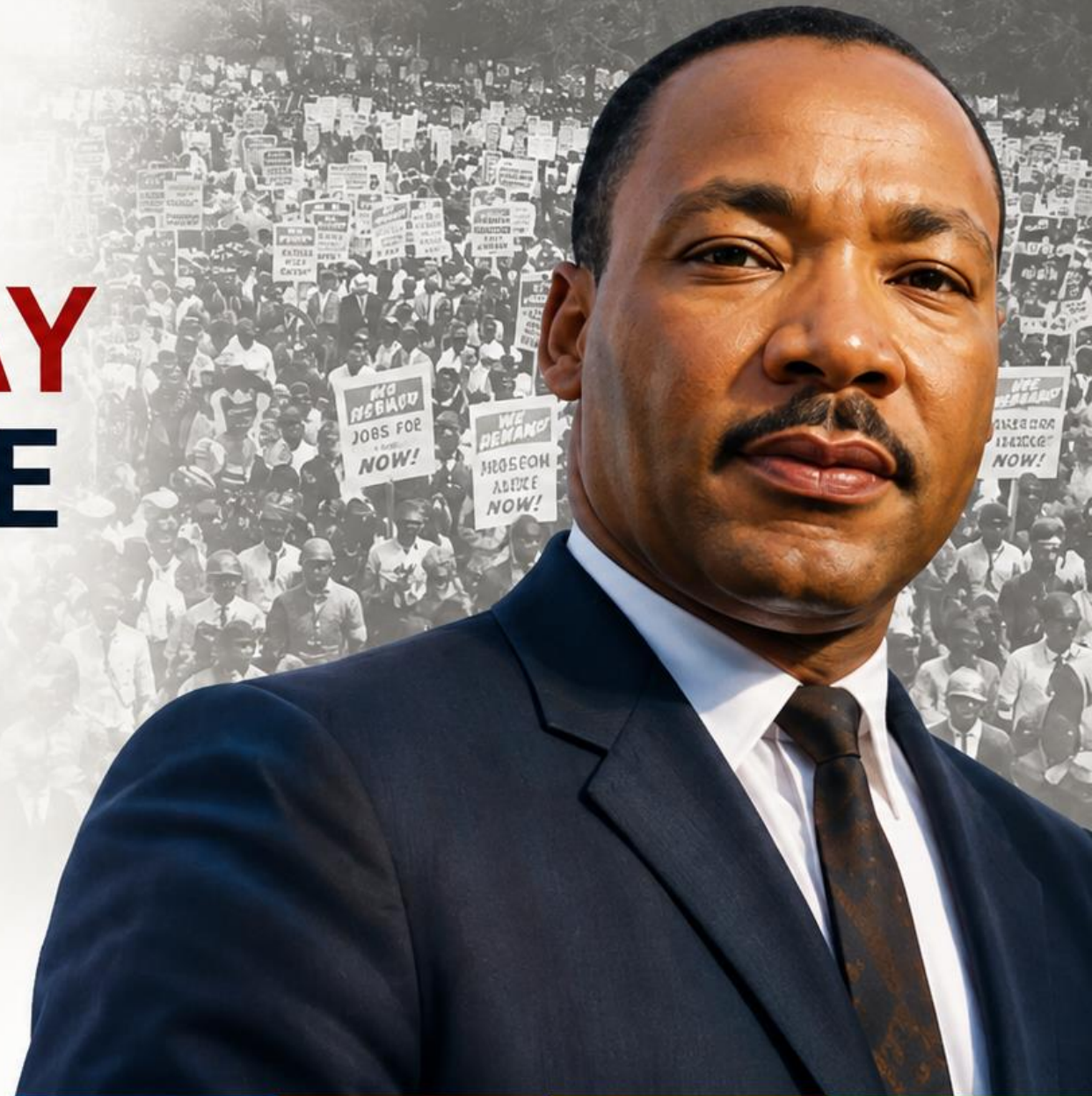
BE LOVE:

HEAL HUMANITY.

HONOR TRUTH.

PRIORITIZE JUSTICE.

PRACTICE NONVIOLENCE365®.





About The King Center

Founded in 1968 by Mrs. Coretta Scott King, The King Center is Dr. King's living memorial and the global authority on Kingian Nonviolence. As we approach the KING100 centennial, we invite the world to **Be Love: Heal Humanity, Honor Truth, Prioritize Justice, and Practice Nonviolence365®**—building the Beloved Community together.

Our Why

The world is changing at an unprecedented pace, yet humanity continues to wrestle with timeless challenges: division, violence, injustice, polarization, and a growing erosion of trust. While technology continues to transform how we live, our greatest challenge remains profoundly human: how we choose to live with one another.

"We must learn to live together as brothers or perish together as fools."

— Dr. Martin Luther King, Jr.

Dr. King's Vision

Dr. Martin Luther King, Jr. offered the world a timeless answer. He believed that lasting change is achieved not through hatred or violence, but through love, truth, justice, and disciplined nonviolent action. His vision of the Beloved Community is a practical framework for creating societies where every person's dignity is respected and justice becomes the foundation for peace.

KHO 2027

At The King Center, we believe that vision is more relevant today than ever before. Through King Holiday 2027, we invite individuals, organizations, and communities around the world to embrace a shared commitment to **Be Love by choosing to Heal Humanity, Honor Truth, Prioritize Justice, and Practice Nonviolence365®**. These are daily practices capable of transforming lives and nations.



1968

Founded by
Mrs. Coretta Scott King



100+

Countries observe
MLK Day



50+

Years advancing
Kingian Nonviolence



Why We Need Your Support

Your partnership fuels a global movement for human dignity through Kingian Nonviolence.



POWERING OUR OPERATIONS



- **SUSTAINING** The King Center's global infrastructure, staff & capacity



- **PRESERVING** Dr. King's archives and legacy for future generations



- **EXPANDING** the reach of Nonviolence365® training worldwide



FUELING OUR PROGRAMMING



- **BELOVED COMMUNITY LEADERSHIP ACADEMY** scholarships for youth



- **NONVIOLENCE365®** corporate and community training experiences



- **KING HOLIDAY OBSERVANCE EVENTS**, including the Beloved Community Global Summit & Youth Summit, MLK, Jr. Beloved Community Awards

Every sponsorship dollar directly funds The King Center's **operations** and **programming**—advancing Dr. King's vision for **generations to come**.



Sponsorship Opportunities at a Glance

This deck outlines four ways to partner with The King Center for the 2027 King Holiday Observance, each unlocking a different level of visibility, access, and impact.

Here is a preview of what is ahead and what the figures below represent.

KHO SPONSORSHIP TIERS

\$7,500 – \$250,000

- Sponsorship of the overall King Holiday Observance (KHO) funds The King Center's year-round operations: infrastructure, staff, archive preservation, Nonviolence365® training, and scholarships.

BELOVED COMMUNITY GLOBAL SUMMIT

\$25,000 – \$100,000

- Sponsorship funds the Summit and Youth Summit experience which provide practical nonviolence training, executive dialogue, and youth leadership development.

BE LOVE DAY PRESENTING SPONSOR

\$100,000

- Sponsorship funds the KHO kickoff day itself. Activation elements include volunteer activation, service projects, and launching the Be Love 100 challenge.

BCA AFTERGLOW CONCERT SPONSOR

\$175,000

- Sponsorship of the Afterglow provides companies a VIP donor experience. It's a highly anticipated touch point and includes a concert, artist engagement, and high-level visibility to attendees.



2027 KHO Sponsorship Opportunities

Elevate your brand. Advance Dr. King's legacy. Drive meaningful change.

\$250,000

LEGACY SPONSOR

- Title sponsorship of MLK, Jr. BCA red carpet & pre-reception & 24 premier seats to awards show
- :30--:60 video ad across all KHO platforms
- VIP photo op with Dr. Bernice A. King for 8 guests
- Full-tuition Leadership Academy scholarships for 4 youth
- Executive remarks at King Holiday Press Conference & Summit
- Nonviolence365® training for 30 employees
- Fireside chat access for 15 senior executives
- Full-page program book ad plus complete website, press/social recognition & swag opportunity
- Opportunity to submit CSR content for a co-branded social series
- Thought Leadership Panel Inclusion at Global Summit

\$100,000

PREMIER SPONSOR

- 20 premier seats at the MLK, Jr. Beloved Community Awards
- :30 sec video ad across all KHO platforms
- VIP photo op with Dr. Bernice A. King for 6 guests
- Full-tuition Leadership Academy scholarships for 2 youth
- Executive remarks at King Holiday Press Conference & Summit
- Nonviolence365® training for 20 employees
- Fireside chat access for 12 senior executives
- Full-page program book ad plus complete website, press/social recognition & swag opportunity
- Opportunity to submit CSR content for a co-branded social series
- Thought Leadership Panel Inclusion at Global Summit

\$75,000

BELOVED COMMUNITY SPONSOR

- 16 seats at the MLK, Jr. Beloved Community Awards
- :30 video ad played during pre-show & Beloved Community Summit
- VIP photo op with Dr. Bernice A. King for 5 guests
- Executive remarks at King Holiday Press Conference & Summit
- Nonviolence365® training for 10 employees
- Fireside chat access for 10 senior executives
- Full-page program book ad plus complete website, press/social recognition & swag opportunity

\$50,000

DREAM SPONSOR

- 12 seats at the MLK, Jr. Beloved Community Awards
- :30 video ad played during pre-show & Beloved Community Summit
- VIP photo op with Dr. Bernice A. King for 4 guests
- Name/logo recognition at Summit, BCA & Commemorative Service
- Fireside chat access for 8 senior executives
- Half-page program book ad plus website, press/social recognition & swag opportunity

\$25,000

SIGNATURE SPONSOR

- 10 seats at the MLK, Jr. Beloved Community Awards
- Half-page program book ad
- Name/logo recognition on screen at Summit, BCA & Commemorative Service
- Fireside chat access for 6 senior executives
- Website listing, press mention & swag opportunity

\$15,000

HOST SPONSOR

- 8 seats at the MLK, Jr. Beloved Community Awards
- Name/logo recognition on screen at Summit, BCA & Commemorative Service
- Fireside chat access for 4 senior executives
- Website & program listing, swag opportunity

\$7,500

CORPORATE SPONSOR

- 4 seats at the MLK, Jr. Beloved Community Awards
- Fireside chat access for 2 senior executives
- Program book & website listing, swag opportunity

Sponsorships directly support The King Center's **year-round operations, education programs, and global initiatives** advancing Dr. King's vision of a world free of injustice.



EXPAND YOUR IMPACT.
HONOR A LEGACY.

Additional Sponsorship Opportunities

with the Special King100 Option

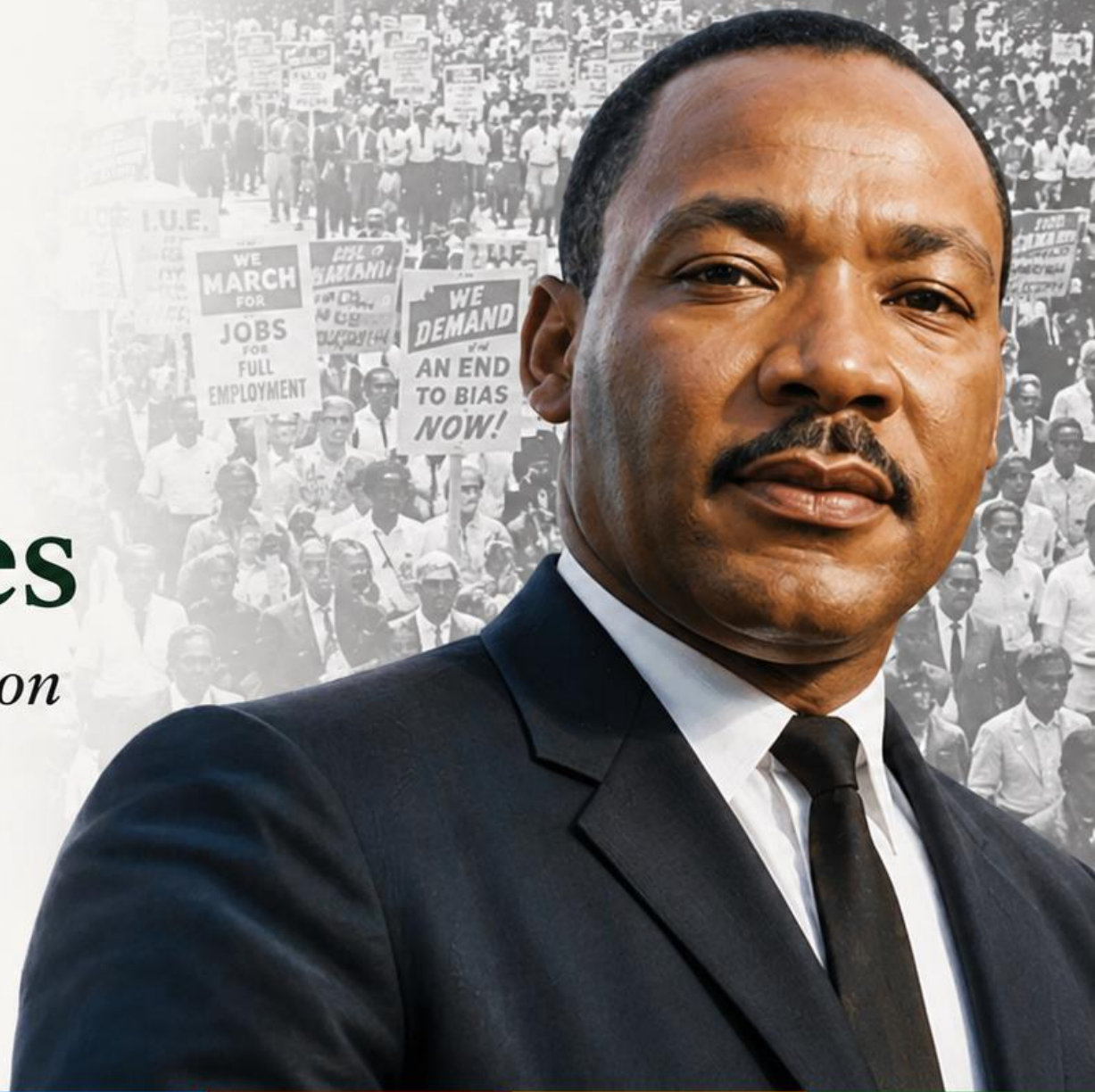
BE LOVE:

Heal Humanity.

Honor Truth.

Prioritize Justice.

Practice Nonviolence365®.



MLK, JR. BELOVED COMMUNITY AWARDS

AFTERGLOW SPONSOR

\$175,000



MLK, JR. BELOVED COMMUNITY AWARDS AFTERGLOW

An exclusive live music event following the MLK, Jr. Beloved Community Awards, featuring cocktails, hors d'oeuvres, and a VIP atmosphere for key supporters.

- Exclusive title sponsorship of the KHO Afterglow Concert, including venue branding and step-and-repeat logo placement
- 2 Reserved Tables with seating for 12 guests
- Executive remarks during the Afterglow
- 16 VIP concert attendees, with VIP photo ops with Dr. King and the headline artist
- 8 seats each at the Beloved Community Awards and Commemorative Service
- Fireside chat access for 12 senior executives
- Nonviolence365® training for 25 employees
- Video ad, full-page program book ad, and full social/press recognition



EXPAND YOUR IMPACT. HONOR A LEGACY. INSPIRE THE FUTURE.

2027 BELOVED COMMUNITY GLOBAL SUMMIT & YOUTH SUMMIT

FROM PRINCIPLE TO PRACTICE. TOGETHER, WE MOVE THE VISION FORWARD.

The **Beloved Community Global Summit** is where the King Holiday theme moves from principle to practice at the highest level. Bringing together global leaders, changemakers, and communities, the Summit is a working session in “**Be Love**”: practical, hands-on ways to heal humanity, honor truth, prioritize justice, and practice Nonviolence365® in daily life and leadership.

Running alongside it, the **Beloved Community Youth Summit** carries that same charge to the next generation, equipping young leaders with the tools of Kingian Nonviolence and Dr. King’s vision for the **Beloved Community**.

Together, the two convene executives, changemakers, and rising leaders in the same rooms and the same conversations, an audience uniquely positioned to turn dialogue into lasting action. As a Summit sponsor, your brand stands inside that dialogue, aligned with thought leadership, generational impact, and a platform built to carry the King Holiday theme forward all year.



BE LOVE.

Heal Humanity.

Honor Truth.

Prioritize Justice.

Practice Nonviolence365®.



BELOVED COMMUNITY \$100,000

- Press Conference remarks
- Executive remarks + 60-second video ad during the Summit
- Nonviolence365® training for 10 employees
- Fireside Chat access for 8 executives
- Full-page program & commemorative ad
- 10 Beloved Community Awards seats
- Website & press recognition

DREAM \$75,000

- Executive remarks + 30-second video ad during the Summit
- Nonviolence365® training for 5 employees
- Fireside Chat access for 6 executives
- Program & commemorative ad
- 8 Beloved Community Awards seats
- Website & press recognition

INSPIRE (YOUTH SUMMIT) \$50,000

- Fireside Chat access for 2 executives
- Youth Leadership Academy support: 2 youth + luncheon
- Program & commemorative ad
- 4 Beloved Community Awards seats
- Website & press recognition

SIGNATURE \$35,000

- 30-second video ad
- Fireside Chat access for 2 executives
- Program & commemorative ad
- 4 Beloved Community Awards seats

YOUR INVESTMENT FUELS LASTING CHANGE AND HONORS DR. KING’S VISION OF A WORLD FREE OF INJUSTICE.



BE LOVE DAY

PRESENTING SPONSOR

\$100,000

Be Love Day is where King Holiday 2027 begins. As the official kickoff of the Observance, it's the first and most visible moment of the year—setting the tone and uniting communities around the theme "Be Love: Heal Humanity. Honor Truth. Prioritize Justice. Practice Nonviolence365®."

From words to action, Be Love Day transforms our shared values into real impact—through service, volunteerism, and engagement across every generation and background.

**Your brand.
Our movement.
Lasting impact.**

As Presenting Sponsor, your brand takes center stage on the most visible platform of the year—connecting you with thousands of changemakers and demonstrating your leadership in action.

SPONSORSHIP BENEFITS

Exclusive Presenting Sponsorship of Be Love Day with naming rights: "Be Love Day presented by [Sponsor]"

Executive participation alongside Dr. Bernice A. King during the opening ceremony

Recognition as the official host of the King Holiday kickoff event

Executive welcome remarks during the Be Love Day Kickoff Celebration

Branded employee volunteer activation for Be Love Day service projects

Co-create a signature community impact initiative aligned with the Be Love theme

Recognition across Be Love Day promotional materials, website, media, and social media

Logo placement on volunteer T-shirts and event signage (where applicable)

Featured in the King Holiday press conference announcing Be Love Day

20 employee registrations for Be Love volunteer activation

12 seats at the MLK, Jr. Beloved Community Awards

10 Nonviolence365® Training Passes

8 Executive Fireside Chat attendees

Full-page commemorative program advertisement

Year-round recognition as the Be Love Day Presenting Sponsor



JOIN US IN BUILDING THE NEXT CENTURY OF IMPACT

Your partnership with The King Center is an investment in a global movement for human dignity through Kingian Nonviolence, educating future leaders, preserving Dr. King's legacy, and expanding Nonviolence365® around the world.

If you have questions, please email KHO@thekingcenter.org

BE LOVE:

Heal Humanity. Honor Truth. Prioritize Justice. Practice Nonviolence365®.

