

2027 KING holiday

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2027 King Holiday – Beloved Community Service Project

EMPOWERING CHANGE, HONORING LEGACY

MONDAY, JANUARY 18, 2027

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 2027, 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 15,000 care kits. Our goal for 2027 is to provide a more than 20,000 kits for our homeless and unsheltered neighbors, students, new mothers and their children and veterans.

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 Reach

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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

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