

Sponsorship
San Diego Dr. Martin Luther King (MLK) Day Parade

Organization and Event Information	
Organization Name	Zeta Sigma Lambda Foundation
Organization Address	PO Box 50026, San Diego CA, 92165
Event Name	San Diego Martin Luther King (MLK) Day Parade
Event Date	January 19 th , 2020
Event Location	Harbor Dr., San Diego CA

Contact / Signatory Information	
Below is our contact information concerning the event and for all administrative and financial matters for our organization.	
Event Contact	Brian Samuels
Address	PO Box 50026, San Diego CA, 92165
Phone	309-287-0215
E-mail	Briansamuels2002@yahoo.com
Administrative/Financial Contact	Donald Long
Address	PO Box 50026, San Diego CA, 92165
Phone	619-709-4259
E-mail	dlong@sdccd.edu
Name of Signatory for Agreement	Donald Long
Title	President
Organization	Zeta Sigma Lambda Foundation

Sponsorship

San Diego Dr. Martin Luther King (MLK) Day Parade

Description of Event

The San Diego Dr. Martin Luther King Jr. (MLK) Parade remains a long standing tradition for many households throughout San Diego County, and beyond. It is one of the most diverse parades in Southern California, with educational, non-profit, commercial, junior, and senior organization participants from over 100 organizations. For the 40th year we'll entertain parade goers with marching bands, youth group performances, floats, and dance. Performers hail from our local area, surrounding counties of Los Angeles, Imperial, Riverside, Orange, and San Bernardino, as well as the great states of Arizona, Nevada, and Texas. The MLK Parade showcases San Diego's commitment to embodying MLK's dream, and embracing the diversity of our residents, culture, and quest for equality.

The MLK Parade will attract a diverse demographic to the downtown area and port tidelands. The parade takes place on MLK day. The hours of the parade are 10am – 5pm, with set up occurring 10am – 2pm, and 2 - 4pm being the core parade viewing hours. The parade has been held in many locations throughout the city with the most recent route being Harbor drive, South of Grape St. This prime location provides businesses along the harbor a chance to capture patrons who are both participating in, or watching the parade.

This parade is an opportunity for your organization to show your community support and promote your business along the waterfront through sponsorship. Sponsorship of such an event shows that you're investing in the community in which you operate, and support the preservation of MLK's dream of freedom and equality. Proceeds from this event benefit the San Diego Alpha Scholarship Fund, Alpha Continued Academic Excellence Program, San Diego Boy Scout Troop #12, and San Diego Veteran's Stand Down and various other community groups served by Alpha Phi Alpha Fraternity and the Zeta Sigma Lambda Foundation.

Request for Funding

Please consider sponsorship in one of the following categories.

- Primary Partner Sponsorship: > or = \$10,000
- Program Level Sponsorship: >/= \$5,000 – \$9,999
- Unit Level Sponsorship: \$1,000 – \$4,999
- Donor: \$1 - \$999

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Promotion, Advertising & Sponsorship Recognition

We plan to promote and advertise the MLK Parade in multiple print publications around San Diego County as well as radio stations. Depending on the level of sponsorship, the websites for parade registration, general public information, ads and articles will include sponsor logos and links to sponsor sites. See sponsor levels below for the upcoming MLK Parade.

Sponsorship Levels and Benefits

Primary Partner Sponsorship: > \$10,000

- **Company banner(s) displayed at MLK Parade grand stand stage.**
- **Logo placement in all print advertising (Logo will be more prominent than other sponsor levels)**

All program-level sponsors will enjoy logo placement in all parade print promotions and advertising.

- **Company Mention tagged in radio promotions**

Program-level partners get to enjoy multi-channel marketing benefits which include tagging the company's name into the parade's radio promos.

- **Logo placement in all web promotion advertising (Logo will be more prominent than other sponsor levels)**

All program-level sponsors will enjoy logo placement in all parade web promotions and advertising.

- **Parade Magazine Ads and stories**

All of our partners are eligible to receive ads in our Parade's magazine. These benefits are a great way to spread your customized message to a mass audience.

Our primary partner level sponsors receive a **full page** ad. These ads can be about anything, from new products and services to just wishing everyone a happy new year.

- **Company logo displayed on a banner preceding your parade group**

For every unit your company sponsors in the MLK Parade, we will produce a banner featuring your company logo that will precede your group. This highly visible banner will move down the entire parade route, giving everyone who attends the parade in person the chance to recognize your logo.

- **Company logo displayed on the back of volunteer T-shirts (Logo will be more prominent than other sponsor levels)**

Sponsorship

San Diego Dr. Martin Luther King (MLK) Day Parade

You can be the supporting force behind our hard-working volunteers that help to put on the MLK Parade. By sponsoring the volunteer T-shirts, your logo will appear on the back of these shirts.

Your logo will be highly visible during the parade, as the staging area volunteers, marshals, hospitality workers and many more volunteers will be wearing your logo. Not only will this create thousands of impressions from the parade crowd, each volunteer will get to keep their T-shirt as a memento of the parade - meaning increased impressions every time they wear their T-Shirt.

Program Level Sponsorship: >\$5,000 – \$10,000

- **Logo placement in all print advertising**

All program-level sponsors will enjoy logo placement in all parade print promotions and advertising.

- **Company Mention tagged in radio promotions**

Program-level partners get to enjoy multi-channel marketing benefits which include tagging the company's name into the parade's radio promos.

- **Logo placement in all web promotion advertising**

All program-level sponsors will enjoy logo placement in all parade web promotions and advertising.

- **Parade Magazine Ads and stories**

All of our partners are eligible to receive ads in our Parade's magazine. These benefits are a great way to spread your customized message to a mass audience.

Our program-level partners receive a 1/2-page ad. These ads can be about anything, from new products and services to just wishing everyone a happy new year.

- **Company logo displayed on a banner preceding your parade group**

For every unit your company sponsors in the MLK Parade, we will produce a banner featuring your company logo that will precede your group. This highly visible banner will move down the entire parade route, giving everyone who attends the parade in person the chance to recognize your logo.

- **Company logo displayed on the back of volunteer T-shirts**

You can be the supporting force behind our hard-working volunteers that help to put on the MLK Parade. By sponsoring the volunteer T-shirts, your logo will appear on the back of these shirts.

Your logo will be highly visible during the parade, as the staging area volunteers, marshals, hospitality workers and many more volunteers will be wearing your logo. Not only will this create millions of impressions from the parade crowd, each volunteer will get to keep their T-shirt as a

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memento of the parade - meaning increased impressions every time they wear their T-Shirt.

Unit Level Sponsorship: \$1,000 – \$5,000

Unit Level= Participant, Band, or Group Sponsorship: (Choose from over 100 parade participant groups to sponsor.)

	Unit Level	Sponsor Donation
1	Float sponsor	\$5,000
2	College Groups / Bands	\$3,500
3	Military or Law Enforcement sponsor	\$3,000
4	K-12 School or Youth Specialty Bands	\$2,500
5	City or Adult Specialty Bands	\$2,000
6	Concert Bands	\$1,000
7	Youth Community Drill Teams	\$1,000
8	Pageant Queen and King Sponsors	\$1,000
9	Civic Group Sponsor	\$1,000

- **Company logo displayed on a banner preceding parade group of your choice**

For every unit your company sponsors in the MLK Parade, we will produce a banner featuring your company logo that will precede your group. This highly visible banner will move down the entire parade route, giving everyone who attends the parade in person the chance to recognize your logo.

- **Company logo displayed on the back of volunteer T-shirts**

You can be the supporting force behind our hard-working volunteers that help to put on the MLK Parade. By sponsoring the volunteer T-shirts, your logo will appear on the back of these shirts.

Your logo will be highly visible during the parade, as the staging area volunteers, marshals, hospitality workers and many more volunteers will be wearing your logo. Not only will this create millions of impressions from the parade crowd, each volunteer will get to keep their T-shirt as a memento of the parade - meaning increased impressions every time they wear their T-Shirt.

- **Parade Magazine Ads and stories**

All of our partners are eligible to receive ads in our Parade's magazine. These benefits are a great way to spread your customized message to a mass audience.

Our unit-level partners receive a **1/4-page ad**, and our program-level partners receive a 1/2-page ad. These ads can be about anything, from new products and services to just wishing everyone a happy new year.

- **Donor: \$1 - \$999**

- Recognition in the Parade Magazine
- Recognition on the parade website

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Plans for MLK Parade Advertisement

Printed publication ads:

Our plans for printed publication advertising for the MLK Parade where your sponsorship recognition may be seen will include, but not be limited to the following.

- San Diego Weekly Reader
- San Diego Union Tribune News Paper
- San Diego Voice and View Point News Paper
- MLK Parade Magazine

Printed Flyers and Posters:

The ads we create for the printed publications will be printed as flyers and posters to distribute around San Diego County.

Radio ads:

Our plans for radio station advertising for the MLK Parade where your sponsorship recognition will be mentioned will include, but not be limited to the following.

- 95.7 Kiss
- Magic 92.5
- Z-90
- Channel 933
- 98.1 KIFM
- KOGO
- XTRA Sports 1360 am

Web promotion ads:

Web promotion advertising the parade where your sponsorship recognition will be seen will include, but not be limited to the following.

- Zeta Sigma Lambda Foundation parade registration website.
- Alpha Phi Alpha Fraternity Facebook page. (Social Media)
- KPBS- We will pursue an article about the parade.

Other ways your sponsorship will be recognized:

- On the day of the MLK Parade the parade announcers will periodically recognize our sponsors and can read a scripted advertisement you present to our organization.
- If provided, we can display a banner or advertisement throughout the parade route by vehicle.
- As parade organizers are interviewed we will mention your organization as an event sponsor.

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Event/Activity Beneficiaries

Proceeds from this event, will benefit the following organizations and activities the Zeta Sigma Lambda Foundation supports throughout the year.

Beneficiary Organization	Amount or % of Proceeds
San Diego Alpha Scholarship Fund	35%
Alpha Continued Academic Excellence Program (CAEP)	35%
San Diego Boy Scout Troop #12	5%
San Diego Veteran's Stand Down	5%
Remaining 20% will be seed money for the next year's parade or other community events throughout the year.	20%

Admission/Registration/Participation Fees

- Admission- Free of charge
- Registration or participation- (**Suggested donations**. We cannot require a fee for participation if grant funds are received from the County of San Diego.)
 1. Individual= \$25
 2. Non-Profit Group Junior (Under 21)= \$75
 3. Educational / Schools- \$100
 4. Non-Profit Group Senior (Adult members)= \$100
 5. Military Groups= \$100
 6. Commercial for profit up to 49 employees= \$200
 7. Commercial for profit 50+ employees= \$500

*These are **suggested donations** which many groups and individuals do not pay. We cannot require a fee for participation if grant funds are received from the County.*