

Sponsorship Opportunities

Dr. Martin Luther King (MLK) Day Parade

Zeta Sigma Lambda (ZSL) Foundation

ACTIVITIES TO BE FUNDED

Dr. Martin Luther King (MLK) Day Parade

- ▶ **Event Date:** Sunday, January 19th, 2020
- ▶ **Event Location:** Harbor Dr., / Embarcadero San Diego CA
 - ▶ Parade route: Harbor drive, South of Grape St..
- ▶ **Event Coordination:** Zeta Sigma Lambda Foundation and Alpha Phi Alpha Fraternity

Key Contact Info.: Email- info@alpha-zsl.org

Phone- Brian Samuels (309)-287-0215

About the MLK Parade

- ▶ Celebrating parade's 40th year in the San Diego community
- ▶ One of the most diverse parades in Southern California
- ▶ Participants: Educational, non-profit, military, commercial, junior, and senior organization participants, Marching bands, youth group performances, floats, and dancing from over 100 organizations.
- ▶ 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.
- ▶ Parade showcases San Diego's commitment to embodying MLK's dream, and embracing the diversity of our residents, culture, and quest for equality.
- ▶ Bands are judged by the Southern California School Band and Orchestra Association.

Promotion, Advertising & Sponsorship Recognition

- ▶ We plan to promote and advertise the MLK Parade in multiple print publications around the county, various websites, and radio. As a sponsor you will be recognized in the following manner.
- ▶ **Logo placement in all print advertising**
 - ▶ As a sponsor you'll secure logo placement in all parade print promotions and advertising.
- ▶ **Sponsor organization name mentioned in radio promotions**
 - ▶ Sponsors will receive multi-channel marketing benefits which include tagging your organizations name in the parade radio promos.
- ▶ **Logo placement in all web promotion advertising**
 - ▶ All sponsors will enjoy logo placement in parade web promotions and advertising. Web ads will include links to sponsor sites when feasible.
- ▶ **Parade Magazine Ads and stories**
 - ▶ As a sponsor you will secure ad space in our annual MLK Parade magazine. This benefit is a great way to spread your customized message to a mass audience.

Promotion, Advertising & Sponsorship Recognition

▶ Logo placement on the back of volunteer T-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 visibility every time they wear their T-Shirt.

▶ Printed publication ads:

- ▶ Plans for printed publication ads for the Parade where your sponsorship recognition will be seen may include, but not be limited to the following.
 - ▶ San Diego Weekly Reader
 - ▶ San Diego Union Tribune Newspaper
 - ▶ San Diego Voice and View Point Newspaper
 - ▶ MLK Parade Magazine

▶ Printed Flyers and Posters:

- ▶ The ads we create for the printed publications may be printed as flyers and posters to distribute around San Diego county.

Promotion, Advertising & Sponsorship Recognition

▶ Radio ads:

- ▶ Plans for radio station ads for the Parade where your sponsorship recognition will be mentioned may include, but not be limited to the following.

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

▶ Web promotion:

- ▶ Zeta Sigma Lambda Foundation parade registration website.
 - ▶ Parade social media pages when applicable (Facebook, Twitter, etc.)
 - ▶ KPBS
 - ▶ Union Tribune

▶ Other forms of recognition offered:

- ▶ Parade announcers will periodically recognize your organization as a sponsor and can read a scripted ad you present to our organization.
- ▶ If provided, we will display your organization banner or advertisement throughout the parade route.
- ▶ As parade organizers are interviewed we will mention your organization as a sponsor.

Sponsorship Categories

Please consider sponsorship in one of the following categories.

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

Sponsorship Levels & 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)
- ▶ Company Mention tagged in radio promotions
- ▶ Logo placement in all web promotion advertising (Logo will be more prominent than other sponsor levels)
- ▶ Parade Magazine Ads and stories (Full Page)
- ▶ Company logo displayed on a banner preceding your parade group
- ▶ Company logo displayed on the back of volunteer T-shirts (Logo will be more prominent than other sponsor levels)

Sponsorship Levels & Benefits Cont.

Program Level Sponsorship: \geq \$5,000 – \$9,999

- ▶ Logo placement in all print advertising
- ▶ Company Mention tagged in radio promotions
- ▶ Logo placement in all web promotion advertising
- ▶ Parade Magazine Ads and stories (1/2-page ad).
- ▶ Company logo displayed on a banner preceding your parade group
- ▶ Company logo displayed on the back of volunteer T-shirts

Sponsorship Levels & Benefits Cont.

Unit Level Sponsorship- \$1,000 – \$4,999

- ▶ **Participant, Band, or Group Sponsorship: (Choose from over 100 parade participant groups to sponsor.)**

	Unit Level	Sponsor Donation
1	Float sponsor	\$4,999
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**
- ▶ **Company logo displayed on the back of volunteer T-shirts**
- ▶ **Parade Magazine Ads and stories (1/4-page ad)**

Sponsorship Levels & Benefits Cont.

Donor Level Sponsorship: \$1 - \$999

- ▶ Company logo displayed on the parade website
- ▶ Parade Magazine Ads and/or stories (1/4-page ad)

Event / Activity Beneficiaries

Listed below are organizations who benefit from the proceeds generated via the MLK Parade, along with the percentage that each may receive.

Beneficiary Organization	% of Proceeds
San Diego Alpha Scholarship Fund	35%
Zeta Sigma Lambda (ZSL) Continued Academic Excellence Program (CAEP)- Academic mentorship for high school students	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 and/or other community events throughout the year.	20%

Summary

Sponsorship of such an event shows that your organization is investing in the community in which it operates, and supports the preservation of MLK's dream of freedom and equality. This all inclusive parade is an opportunity to showcase talent, culture, and togetherness for San Diego and surrounding communities.

If interested in being a sponsor or donor please contact us via the following methods.

Email: info@alpha-zsl.org

Phone: Brian Samuels - 309-287-0215