THE CITY OF CORAL SPRINGS
30th ANNIVERSARY
MLK CELEBRATION

2020
Sponsorship Package

30 Years of Fulfilling the Dream

CORAL SPRINGS
EVERYTHING UNDER THE SUN
Join us in celebrating Dr. Martin Luther King, Jr. in 2020!

As the Fund Raising Chair for the Coral Springs MLK Committee, we would greatly appreciate your sponsorship of the 30th Anniversary Celebration in our community. This is a very special time in the city of Coral Springs as we will honor Dr. King and his legacy.

Four years ago, this community joined together in dedicating a monument in honor of Dr. King. This Monument has been an inspiration to young and old alike. Our hope is that it will inspire groups, especially our children, to use this site as a focal point for discussions on peace and equality.

For the past 29 years, the MLK Celebration has gained a much-deserved level of recognition because our celebration appeals to every member of our community - students, teachers, families, senior citizens and businesses.

As business and community leaders, we understand the demands placed upon you both professionally and personally. Please know that your financial support is critical in helping us to carry on Dr. King’s message and bring his positive influence to our community. Our educational activities include the youth in the Annual “It’s a Day On, Not a Day Of “Diversity/Leadership Workshop where middle school and high school students get to spend the day learning about the meaningful messages of Dr. King. We also host an Art and Literary Contest for all students focusing on Dr. King’s teachings of peace, love, and equality. It is so important to continue to “Live together in Brotherhood.”

On behalf of the City of Coral Springs and the MLK Committee, we thank you for your generous support of this inspiring 30th Anniversary Celebration.

Sincerely,

Grace Carrington
2020 MLK Fund Raising Chair
Take a night down memory lane and enjoy the greatest soul hits with MOTOWN MAGIC!

Motown Magic consists of 4 World Class vocalists and 6 Top Notch musicians. Motown Magic takes you back to great memories and good times with hits from: The Temptations, Marvin Gaye, Smokey Robinson, The Four Tops, The Jacksons, The Commodores, Lionel Richie and many more. Fantastic music, World Class Showmanship, Hilarious antics. This one can’t be missed!

Friday, January 17, 2020

7:00 p.m.  MLK Monument Award Presentation followed by Concert by Motown Magic at the Coral Springs Center of the Arts
Tickets: $10 / $20 / $40

8:45 p.m.  After Party - Meet and Greet the Band Members
Tickets: $25 per person

Package Prices available
The City of Coral Springs MLK Committee has hosted a weekend celebration for the past twenty-nine years in honor of Dr. Martin Luther King, Jr. The City Commission responded very favorably to a request from a group of local residents and clergy representatives in 1991 asking that the City consider hosting a memorial event in honor of their fellow clergyman, Dr. King. A group of community volunteers took on this challenge, and each year the event has drawn an increasing number of attendees from the tri-county area of Dade, Broward and Palm Beach. The festivities appeal to every segment of the population — students, families, seniors, and business professionals.

In addition to the City’s support, the event has received a huge swell of community support through sponsorships from private and non-profit agencies alike.

The City’s event has been graced with the presence of renowned national personalities as keynote speakers such as Marc Morial, Dr. William Pickard, Secretary Alphonso Jackson, Dr. Roslyn Clark Artis, Wil Haygood, Joan Higginbotham, Willie Gary, Bacardi Jackson, Congressman John Lewis, Thomas W. Dortch, Jr., Charles Steele, Jr., L. Douglas Wilder, William H. Gray, III, J.C. Watts, Alexis Herman, Ernest G. Green, Julian Bond, Kweisi Mfume, Martin Luther King, III, Ruby Dee and Ossie Davis, Harry Belafonte, Myrlie Evers-Williams, Andrew Young, Les Brown, and Yolanda King.

Over the years, the Celebration has been made possible, in large part, because of our sponsors. We would like to have you join this illustrious group of community supporters.

“Our lives begin to end the day we become silent about things that matter.”
- Dr. Martin Luther King, Jr.
### Sponsorship Opportunities

#### Gold Supporter: $5000
- Named Gold Supporter for this celebration
- Full-page color ad in the Celebration Program (inside front or back cover) with your corporate message and logo
- Invitation for ten with V.I.P. seating to a concert by Motown Magic at the Center for the Arts on January 17
- Invitation for ten to an after party following the concert
- Verbal recognition at all events; business name/logo included in all print and media advertising produced by the City promoting the event
- Invitation to attend a City Commission Meeting, televised live, to be publicly recognized for your generosity and support of this event
- Opportunity to display corporate banner at all events and distribution of corporate materials

#### Silver Supporter: $2500
- Half-page ad in the Celebration Program with your corporate message and logo
- Invitation for six with VIP seating to a concert by Motown Magic at the Center for the Arts on January 17
- Invitation for six to an after party following the concert
- Verbal recognition at all events; business name/logo included in all print and media advertising produced by the City promoting the event
- Invitation to attend a City Commission Meeting, televised live, to be publicly recognized for your generosity and support of this event
- Opportunity to display corporate banner at all events and distribution of corporate materials

#### Bronze Supporter: $1000
- Quarter-page ad in the Celebration Program with your corporate message and logo
- Invitation for four with VIP seating to a concert by Motown Magic at the Center for the Arts on January 17
- Invitation for four to an after party following the concert
- Verbal recognition at all events; business name/logo included in all print and media advertising produced by the City promoting the event
- Invitation to attend a City Commission Meeting televised live, to be publicly recognized for your generosity and support of this event

#### Emerald Supporter: $500
- Business card ad in the Celebration Program
- Invitation for two with VIP seating to concert by Motown Magic at the Center for the Arts on January 17
- Invitation for four to an after party following the concert
- Verbal recognition at all events; business name/logo included in all print and media advertising produced by the City promoting the event
- Invitation to attend a City Commission Meeting televised live, to be publicly recognized for your generosity and support of this event

Tickets Available at
The Coral Springs Center for the Arts Box Office
2855 Coral Springs Dr.
954-344-5990
thecentercs.com
For more details, please call Joyce Campos at 954-344-1005
# 30th Anniversary MLK Celebration

## 2020 AD Specifications

### Advertising Rates

Ads should be in digital format (press PDF preferred) and should follow the dimensions listed below. All ads will be printed in CMYK full color.

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Dimensions</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-Page</td>
<td>8-1/2&quot; Width x 11&quot; Height</td>
<td>$300</td>
</tr>
<tr>
<td>Half-Page</td>
<td>8-1/2&quot; Width x 5-1/2&quot; Height</td>
<td>$200</td>
</tr>
<tr>
<td>Quarter-Page</td>
<td>4-1/4&quot; Width x 5-1/2&quot; Height</td>
<td>$125</td>
</tr>
<tr>
<td>Business Card</td>
<td>3-1/2&quot; Width x 2&quot; Height</td>
<td>$ 75</td>
</tr>
</tbody>
</table>

Please make checks payable to The City of Coral Springs/MLK.

Please send this form and check to:
Joyce Campos
City of Coral Springs
9500 W. Sample Rd., Coral Springs, FL 33065

Ads must be received no later than Friday, December 13, 2019
Email PDF ad files to: jcampos@coralsprings.org
30th Anniversary MLK Celebration

Thursday, January 16, 2020

5:30 p.m. to 6:30 p.m.  Award Ceremony: Student Art & Literary Exhibits
Coral Springs Center for the Arts, 2855 Coral Springs Drive

Friday, January 17, 2020

7:00 p.m.  MLK Monument Award Presentation followed by a Concert by Motown Magic
Tickets: $10 / $20 / $40

8:45 p.m.  After Party - Meet and Greet the Band Members
Tickets: $25 per person

Package Prices available

Monday, January 20, 2020

8:30 a.m. to 1:00 p.m.  “It’s a Day On, Not a Day Off” Leadership / Diversity Day for Middle and High School Students
#MeetmeattheMonument
in front of the N.W. Regional Library, 3151 N University Dr, Coral Springs, FL 33065

Pre-Registration required through the schools

For more details, please call Joyce Campos at 954-344-1005
CoralSprings.org/mlk
Leadership & Diversity Day

Monday, January 20, 2020
8:30 a.m. to 1 p.m.

Students become part of the MLK Celebration weekend by participating in our Leadership & Diversity Day. Since the Monday holiday is “A Day On, Not A Day Off,” students earn volunteer hours while enjoying a fulfilling and inspirational morning. They will work in group activities to explore, understand and appreciate each other and their diverse community. This event, which is free for middle and high school students, is held at the Coral Springs Charter School and at the MLK Monument.

Pre-registration is required through the schools.

For more details, please call Joyce Campos at 954-344-1005
CoralSprings.org/mlk
The MLK Scholarship Committee is currently working on scholarships for the 2020-2021 academic year and welcomes any contributions to this program.

The purpose of the Scholarship Program is “to provide funds to financially needy, local students who, through their words and actions, embody the spirit of Dr. King’s teachings.” Although preference is given to students with financial need, attention is also given to the quality of community service performed by the applicants. By judging applications in this manner, students compete for the scholarship by demonstrating Dr. King’s philosophy of giving, caring, and community service.

The Scholarship Program is entirely dependent upon the generous contributions of individuals and corporations in the community.

If you wish to donate to this worthy cause, please make your check payable to the Coral Springs Community Chest (MLK Scholarship), and mail to:

Sue Knight  
Community Relations  
9500 W. Sample Rd.  
Coral Springs, FL 33065

Scholarship winners will be honored at a special reception along with sponsors.

For more information on the scholarship program or other sponsorship opportunities, please contact Joyce Campos at 954-344-1005.
The time is always right to do what’s right.

No person has the right to rain on your dreams.

The arc of the moral universe is long, but bends towards justice.

 Forgiveness is not an occasional act, it is a constant attitude.

Injustice anywhere is a threat to justice everywhere.

Love is the only force capable of transforming an enemy to a friend.

If I cannot do great things, I can do small things in a great way.

Faith is taking the first step even when you can’t see the whole staircase.

Be the peace you wish to see in the world.

Courage faces fear and thereby masters it.

-Dr. Martin Luther King, Jr.
Celebrating the Fourth Anniversary of the MLK Monument
“A Project of the Coral Springs MLK Committee and People of the Monument”