



sclc

Southern Christian Leadership Conference
of Southern California

60th
Anniversary

President/CEO: Pastor William D. Smart Jr. | **Board Chairperson:** Ms. Alice Goff

SPONSORSHIP OPPORTUNITIES 2016-17

Contact us for tickets
and sponsorship.



scl-c.org



[scl_c_social](#)



[sclcsocial](#)



Businesses searching for creative and interactive ways to reach new, loyal and active customers are invited to partner with the Southern Christian Leadership Conference of Southern California (SCLC-SC) 2017 Dr. Martin Luther King, Jr. Legacy Week Festival.



By partnering with SCLC-SC you can increase your business exposure within the Los Angeles urban customer base.

The cross-marketing opportunities will benefit your business and strengthen your roots in the community and surrounding areas.

We offer many sponsorship opportunities that can be tailored to fit your marketing goals and budget. Get face to face with thousands of new customers!

"This Festival of city-wide events brings together Angelinos of all walks of life, ethnicities and ages."

*– Rev. William D. Smart
President & CEO SCLC-SC*



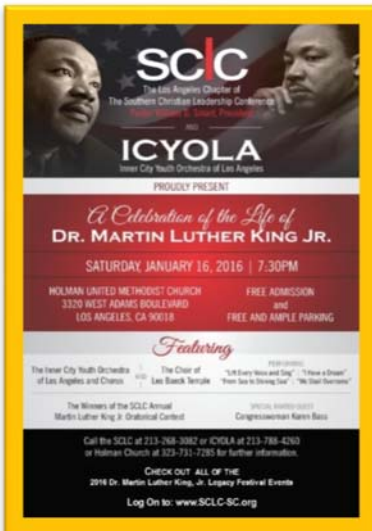
SCLC
Southern Christian Leadership Conference
of Southern California

About

SCLC of Southern California is a community resource, which works to improve the condition of the impoverished. Through wealth development, community and employment empowerment, technology literacy and access, as well as youth educational advocacy, we seek to close the economic gap between minorities and mainstream majority. Through the implementation of Christian ethics, we strive to end hunger and tackle its origin, resulting from economic disenfranchisement. We employ our skills sets to meet the fundamental needs of the under-served populations in Southern California.

We at SCLC-SC challenge all people of good will, of every persuasion, who believe in the principles espoused by Martin Luther King, Jr. to join us in our mission.

As a Corporate or Platinum Partner, you will join us in a year-round relationship that includes vital support of our programs. Through either monetary or in-kind donations your company can support a very vital and substantive mission that impacts all ages and genders throughout Southern California, and increases the visibility of your goodwill. Benefits will fulfill your philanthropic and strategic corporate marketing goals.



SPONSORSHIP BENEFITS & DETAILS

We aim to provide value to sponsors by:

- Providing opportunities for you to market your services to a multi-generational audience.
- Providing you with opportunities to become actively involved in SCLC-SC ongoing events.
- Helping to enhance your profile as an active supporter of a worthwhile initiative that promotes Economic justice and equality, and viable, sustainable communities.

Levels	DIAMOND SPONSOR	PLATINUM SPONSOR	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR	SMALL BUSINESS	TABLE SPONSOR
	\$30,000.00	\$15,000.00	\$7,500.00	\$5,000.00	\$3500.00	\$500.00	\$2000.00
# Sponsorships Available	2	2	4	6	10	20	30
“Sponsored by [your company]” in all event communications and materials	✓	✓					
VIP Benefit Gala Tickets and Reception	20	16	10	10	10	2	
Recognition at SCLC-SC Day at City Hall	✓	✓					
Tickets to other Select Festival Events	10	4					
Opportunity to Speak or Present at Gala or other Festival Events TBA	✓						
Ad in Gala Journal	Full Page Cover	Full Page Color	Full Page Ad (b/w)	½ Page Ad (b/w)	¼ Page AD (b/w)		
Signage at Event (s)	✓	✓					
Logo on Event Signage	✓	✓					
Logo in Event Eblasts	✓	✓					
Opportunity to hold workshop	✓	✓					
Exhibit Table(s) at select events TBA	10 x 20	10 x 10					
Category exclusivity	✓						
Option to provide item(s) for all Festival Events TBA	✓	✓	✓	✓	✓	✓	✓
Listing in Gala Journal	✓	✓				✓	✓

OTHER SCLC-SC SPONSORSHIP OPPORTUNITIES

TRIBUTE ADS DUE BY THURSDAY, DECEMBER 1, 2016 | EMAIL TO: sclcadmin@sclc-sc.org
The SOUVENIR JOURNAL will be an 8.5" x 11" (after fold) Left-Side Saddle Stitched Booklet.

There are four (4) sizes offered for each single page, as follows:

Size	COST	LIVE (SAFE)	TRIM	BLEED
FULL PAGE – COLOR	\$1,500.00	8.25" x 10.75"	8.50" x 11.00"	8.5" x 11.25"
FULL PAGE – BLACK & WHITE	\$1,000.00	8.25" x 10.75"	8.50" x 11.00"	8.5" x 11.25"
HALF PAGE (horizontal only)	\$600.00	8.25" x 5.25"	8.50" x 5.50"	8.75" x 5.75"
QUARTER PAGE	\$350.00	4.00" x 5.25"	4.25" x 5.50"	4.50" x 5.75"
EIGHTH PAGE	\$250.00	4.00" X 2.50"	4.25" X 2.75"	4.50" X 3.00"

FORMATTING REQUIREMENTS:

- 1 - All ads must be submitted digitally at 300 dpi and actual size.
- 2 - Ads may be submitted as a .eps, .pdf, .jpg or .tiff file
- 3 - A minimum of 1/8" (.125") Bleed is required.

Your artwork can go outside the Live (Safe) Area; however, the SCLC-SC will not be responsible

SCLC-SC Signature Events/Calendar:

- * MLK Legacy Week Festival 2017 January 6th thru 16th 2016, with packages that include: VIP tickets, primary signage, program participation, etc. such as:
 - SCLC-SC Day at City Hall — Fri. January 6, 2017
 - SCLC-SC 60th Anniversary Celebration — Sun., January 8, 2017
 - City-wide Youth Oratorical Contest Finals — Tues. January 12, 2017
 - Interfaith Prayer Breakfast — Thurs. January 12, 2017
 - 24th Annual S.E. Manly African American Film Festival and Marketplace, Fri. thru Sun. January 13-15, 2017
 - S.E. Manly African American Youth Film Festival — Sat., Jan. 14, 2017
 - Inner City Youth Orchestra Los Angeles Concert, “I Have a Dream” Symphony — Sat., January 14, 2017
 - City-Wide Justice Sunday Services — Sun., January 15, 2017 (Dr. King’s actual birthday)
 - Legacy Awards & Celebration — Mon., January 16, 2017 at the Sheraton Gateway Hotel, Los Angeles
 - 32nd Annual Kingdom Day Parade — Mon., January 16, 2017
- * Fathers Program — designed to work with fathers to help them to become more involved in the education of their children – Throughout the year
- * Emerging Leaders Dream Hand Technology Initiative—An urban initiative, focused predominately on South LA to train youth ages 8 to 12 in the traditionally underrepresented communities of today in Science, Technology, Engineering, and Math (S.T.E.M.), and coding so they will be prepared for the jobs of tomorrow. – Throughout the year
- * MLK: A Tribute In Song — a multi-media music and images performance that that takes the audience on a musical journey through the life of Dr. Martin Luther King, Jr. (by special request)
- * Youth Education Summer Academy (YES) – July 2017
- * Voter Registration and policy support against Voter Suppression -- 2016
- * Comprehensive marketing, such as signage at all SCLC-SC events and on the website, as well as advertising and publicity– Throughout the year
- * Business-to-Business market and relationship building through exclusive VIP events; and Naming opportunities on SCLC-SC programs, scholarships for students – Throughout the year

VIDEO LINKS:

ICYOLA -- <http://www.icyola.org/index.php/media-room/video>

31st Kingdom Day Parade -- <https://www.youtube.com/watch?v=yEd1QHXdZx8>

MEDIA REACH

SCLC-SC King Legacy Festival Week provides wide exposure through a variety of media outlets and marketing channels. Please use the below information as a basic guide for the types of advertising, public and community relations opportunities afforded by partnering with us.

Note: The data in this section reflects 2016 usage

- Website – sclc-sc.org
- Make-up of Festival participants is multi-ethnic (pre-dominantly African American & Latino_)
- Social Media – Facebook
 - @sclc-sc
- E-Newsletters
 - Email List: 5100 Reach
 - Email Open Rate: 40%
- Print Advertising
 - Neighborhood News
 - Los Angeles Sentinel
 - LA Focus
- Radio Advertising
 - KJLH 102.3
- Flyers/Cards/Festival Calendars
 - 5000 distributed (locally)
- Online Community and event calendars (20)
- Festival Partners post to Facebook, Instagram and Twitter. In addition, they eblast to their list groups and include:
 - The Los Angeles Mayor’s Office, The Kingdom Day Parade; ICYOLA; Partner Churches; S.E. Manly African American Film Festival and Showcase



SPONSORSHIP RESPONSE FORM

Please fill-out the following form to confirm your chosen sponsorship level. Completed forms can be returned to Lura Ball at email sclcadmin@sclc-sc.org or fax to 213.260.8257. Please don't hesitate to contact Lura Ball with any questions at 213.400.3489. **NOTE: Commitment must be made by Thursday, December 1, 2016**

CONTACT INFORMATION:

Company Name *(as you wish to be acknowledged)*

Contact Person's Name

Company Email Address

Contact Phone Number

Address

City/State/Zip Code

SPONSORSHIP OPPORTUNITIES:

____ \$30,000.00 [Legacy Festival Diamond Sponsor]

____ \$15,000.00 [Legacy Festival Platinum Sponsor]

____ \$7,500.00 [Awards Gala Gold Sponsor]

____ \$5,000.00 [Awards Gala Silver Sponsor]

____ \$3,500.00 [Awards Gala Bronze Sponsor]

____ \$500.00 [Small Business Package]

____ \$2000.00 (Table Sponsor)

____ \$250.00 (Includes VIP Reception)

____ \$200.00 (Individual Tickets)

ADVERTISEMENTS:

____ \$1500.00 (Full Page Color)

____ \$1000.00 (Full Page Black & White)

____ \$600.00 (Half-Page (horizontal only) Black & White)

____ \$350.00 (Quarter-Page Black & White)

____ \$250.00 (One Eight-Page Black & White)

OTHER SPONSORSHIP OPPORTUNITIES:

____ \$20,000.00 (or In-Kind Media Partner)

____ \$5,000.00 (Kingdom Day Float Sponsor)

____ \$7,500.00 (Legacy Festival Interfaith
Prayer Breakfast)

____ \$10,000.00 (Youth Essay/Oratory
Competition)

THANK YOU FOR SUPPORTING the SCLC-SC Dr. Martin Luther King, Jr., Legacy Festival, Gala & Awards. Once we receive your completed sponsorship form, we will contact you to discuss arrangements, sponsorship benefits and recognition.

Please send your high-resolution color and black-and-white logos (.EPS or vector preferred, Hi Res JPG and PDF accepted) to Lura Ball

DEADLINE, Thursday, December 1, 2016

PAYMENT INFORMATION:

____ Please send me an invoice
____ I have enclosed a check made payable
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