



SCLC
Southern Christian Leadership Conference
of Southern California

Join us for the
**SCLC-SC 52nd Annual
Dr. Martin Luther King, Jr. Legacy Gala**



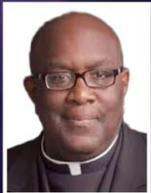
SHERATON LAX / 6101 W CENTURY BLVD., LOS ANGELES

JANUARY 15 / SUNDAY 4PM / SHERATON LAX

MOVING INTO THE PROMISE OF THE

Beloved Community

HONORING COMMUNITY MEMBERS WHO HAVE MADE A SIGNIFICANT IMPORT FOR GOOD



Pastor William D. Smart, Jr.
President and CEO
Southern Christian Leadership
Conference - Southern California



Janet Denise Kelley
Executive Director
Sanctuary of Hope
*Dr. Mary McCleod Bethune Youth and Young
Adult Community Service Award*



Tavis Smiley
Author/Political Commentator and
Founder/Owner 1580 AM Radio
Drum Major for Justice Award



April Verrett
Secretary-Treasurer
SEIU
The Rosa Parks Humanitarian Award



Pastor Eddie Anderson
McCarty Memorial Christian Church
*Rev. Dr. Thomas Kilgore, Jr. Prophetic
Witness Award*

JANUARY 15, 2023 • 4:00 PM • SHERATON LAX, 6101 W CENTURY BLVD., LOS ANGELES

Sponsorships available - contact Pastor Smart 213-268-3082 or pastorsmart@sclc-sc.org

2023

SCLC-SC 52ND ANNUAL
DR. MARTIN LUTHER KING, JR. LEGACY CELEBRATION
JANUARY 15, 2023

*"Moving into the
Promise of the
Beloved Community"*



SCLC

Southern Christian Leadership Conference
of Southern California

Rev. William D. Smart,
President

November 28, 2022

"The larger your beloved community, the more you can accomplish in the world."

— **Thich Nhat Hanh**

Dear Sponsor,

As we mark the 52nd anniversary of the events that celebrate and bring a much-needed focus on the work of the Southern Christian Leadership Conference of Southern California (SCLC-SC), I am humbled and thankful for the progress we have made as a grassroots organization in the past decade. A "Decennial of Leadership" that continued the fight for grassroots issues that impact everyone, but most important focus on the least of us. The poor, hungry, jobless, and disenfranchised. We laid the cornerstones in pursuit of our Beloved Community. Now as we number our days with a heart of wisdom, a spirit of completion a feeling of union, and the Promise of our Beloved Community **please join us Sunday, January 15, 2023.**

As **SCLC-SC** has **continued its** commitment to grow and nurture our "Beloved Community" in Southern California, we have used many opportunities to build a diverse coalition and do the groundwork necessary for a firm foundation, and are excited about the possibilities to come. This January 2023, we launch into a new decade filled with new challenges, many of which we believed we had overcome, we remain steadfast and unmoved to provide a voice and services that lift the least of us.

We are in awe of the resilience of those who struggle every day to make life better for their families and community. We stand with them and advocate on their behalf. We are the bridge to discovery as we learn, grow, and continue the hard work of building relationships to address the issues that impact our communities. Here is where you come in. We need like-minded people and organizations like you to join us as sponsors of our **52nd Annual Dr. Martin Luther King, Jr. Legacy Gala, Sunday, January 15 at 4:00 PM (PST)**. This is more than a dinner, a meal. It is a gathering, a launchpad, an elevation, and an opportunity to amplify the needs of the many while providing inspiration, hope, excitement, and celebration of the progress that has been made! On this evening we gather as **The Beloved Community**.

Scholars have identified **Dr. Martin Luther King, Jr.** as the **modern-day prophetic voice** who introduced the ideal pursuit of the "**Beloved Community**" as the new language for a belief Christianity has held for more than 2000 years. Dr. King's **Beloved Community** is a global vision where all people share in the earth's wealth. The **Beloved Community** does not tolerate poverty, hunger, and homelessness because international standards of human decency will not allow it. An all-inclusive spirit of sisterhood and brotherhood replaces racism, discrimination, bigotry, and prejudice; in the **Beloved Community**, love and trust triumph over fear and hatred. Peace and justice prevail over war and conflict. After Dr. King, the Honorable John Lewis took up the mantle and continued the clarion call and push toward a **Beloved Community** for all.

A vital part of establishing respect and eradicating stereotypes is spotlighting prominent members of our community who have made a significant impact "**For Good**" in their profession or the community at large. In the spirit of Dr. King, SCLC-SC uses the Award Gala to recognize these outstanding individuals. The **2023 Recipients** are as follows:

- **April Verrett, Secretary-Treasurer, SEIU - The Rosa Parks Humanitarian Award:** The SEIU is a two million-member Service Employees International Union. There April is a fighter for working people and a visionary leader at the forefront of building a modern-day labor movement that is anti-racist at its core.
- **Tavis Smiley, Author/Political Commentator and Founder/Owner KBLA 1580AM Radio - Drum Major for Justice Award:** One of TIME magazine's "100 Most Influential People In The World," he holds daily insightful conversations with thought leaders, opinion makers, authors with socially conscious commentary. that challenges listeners to re-examine the assumptions they hold, and expand their inventory of ideas.
- **Pastor Edward "Eddie" Anderson, McCarty Memorial Christian Church - Rev. Thomas Kilgore, Jr. Prophetic Witness Award:** Committed to preaching a multi-cultural gospel, Anderson was the youngest minister to be appointed on the West Coast from his denomination and as a young spiritual leader is determined to cultivate a contemporary ministry that reflects the church's rich history of social justice.

- **Janet Denise Kelley, Executive Director, Sanctuary of Hope - Dr. Mary McCleod Bethune Yout and Young Adult Community Service Award:** At Sanctuary of Hope, Ms. Kelley is leading a team of committed young professionals to provide caring and diverse portfolio of services that will help multi-cultural youth and young adults become self-sufficient and lead prosperous lives.

In addition to outstanding honorees, our Beloved Community Out of Many One Committee and SCLC-SC will host a series of community events. We are elated about the **SCLC-SC King Legacy Festival's celebratory activities** planned for the week leading up to our "**Signature**" MLK Legacy Awards & Benefit Gala. A partial list of these events is as follows:

- SCLC-SC Day at City Hall
- SCLC-SC Founder's Day Celebration Sunday, January 8, 2023
- The Annual Inter-Faith Prayer Breakfast Thursday, January 12, 2023)
- The BHERC Youth Diversity Film Festival January 14 - 29, 2023, for info www.bherc.org
- LA County Federation of Labor Annual Martin Luther King, Jr. Breakfast January 14, 2023
- 31st Annual Empowerment Summit January 14, 2023, www.empowermentcongress.org
- The Dr. Martin Luther King, Jr., Legacy Awards & Benefit Gala Sunday, January 15, 2023
- The Annual Kingdom Day Parade on the King Holiday Monday, January 16, 2023

Over the **MLK Legacy Festival Week**, communities across the Southland and the nation will commemorate, convey and promote the principles of inclusion and equality for all, and use this week to spotlight and honor those among us who embody what Dr. King stood for... SCLC-SC works with its partners to promote awareness of those events and activities taking place across to stage a diversity of programming over seven days for everyone of all ages and backgrounds. The special activities are hybrid. Some will be live, and others on ZOOM.

Dr. King founded the National Southern Christian Leadership Conference in 1957. However, he soon realized racism and rights issues deeply impacted the West. To combat these challenges, Dr. King established the SCLC-SC in Los Angeles in 1964 with Rev. Thomas Kilgore, Jr. and Douglas Dollarhide.

Marking the 2023 decennial helps us number our successful days at SCLC-SC to celebrate our longevity while wisely recognizing that many of those same forces of injustice and hate are still very much prevalent today. Our work is needed now more than ever. We fully embrace the strong foundation and framework that our predecessors left us, but there is a need for a fresh, urgency. For a spirit of unity, commitment to continually engage in financial and spiritual support; to move with courage and conviction, advancing steadily to wipe out the menace that demeans and destroys so many dreams; to restore the hope and dignity of a safe, equitable, and secure future for all and continue to build our Beloved Community.

"We have come a long way in America because of Martin Luther King, Jr. He led a disciplined, nonviolent revolution under the rule of law, a revolution of values, a revolution of ideas. We've come a long way, but we still have a distance to go before all of our citizens embrace the idea of a truly interracial democracy, what I like to call the Beloved Community, a nation at peace with itself. "

— **John Lewis**

In closing, I appreciate your careful review of my request and the Sponsorship opportunities enclosed. I look forward to your favorable response and the opportunity to discuss this request in detail. Please feel free to contact me by phone at 213.268.4820 and via email at pastorsmart@sclc-sc.org.

Thank you, for the favor of your review and reply. and we look forward to hearing from you by **Monday, December 21, 2022.**

Sincerely,



Pastor William D. Smart, Jr.

President & CEO | SCLC of Southern California

Encl.

"Moving into the Promise of the Beloved Community"

The 2023 52nd Dr. Martin Luther King, Jr. Legacy Festival Week | Awards & Benefit Gala
***SPONSORSHIP, ADS & TICKETS Response Form**

LEGACY FESTIVAL WEEK LEGACY SPONSOR - \$50,000.00

Legacy Sponsor signage at all SCLC-SC MLK Festival Week signature events; Back cover ad in the Benefit Gala Souvenir Journal; 20 VIP Benefit Gala tickets; 20 VIP tickets to other MLK Festival Week events; 20 VIP Tickets to MLK Luncheon (April 2023) and VIP Tickets to ALL SCLC-SC 2023 events; Listing as Annual Partner

LEGACY FESTIVAL WEEK DIAMOND SPONSOR - \$35,000.00

Diamond Sponsor signage at all SCLC-SC MLK Festival Week signature events; full-page cover ad in the Benefit Gala Souvenir Journal; 20 VIP Benefit Gala tickets; 10 VIP tickets to other MLK Festival Week events.

LEGACY FESTIVAL PLATINUM CIRCLE SPONSOR: \$17,500

Platinum Sponsor signage at all SCLC-SC MLK Legacy Festival Week events; full-page ad in the Benefit Gala Souvenir Journal; 10 VIP Benefit Gala tickets; 5 VIP tickets to other MLK Legacy Festival events.

LEGACY AWARDS GOLD CIRCLE SPONSOR \$10,000

Gold Sponsor signage at the Benefit Gala; full-page ad in the Benefit Gala Souvenir Journal; 10 VIP Benefit Gala tickets.

LEGACY AWARDS SILVER CIRCLE SPONSOR: \$7,500

Silver Sponsor signage at the Benefit Gala, 10 VIP Benefit Gala tickets, Half-page ad in Benefit Gala Souvenir Journal

LEGACY AWARDS BRONZE CIRCLE SPONSOR: \$5,000.00

Bronze Sponsor listing in Benefit Gala Souvenir Journal, 10 VIP Benefit Gala tickets, Quarter-page ad in Benefit Gala Souvenir Journal

LEGACY AWARDS TABLE SPONSOR — \$2,500.00 Listing in Benefit Gala Souvenir Journal

INDIVIDUAL TICKETS — \$250.00 each to Benefit Gala **MEDIA: PARTNER — \$20,000.00 in-kind media**

Tribute Ads Due by Friday, January 6, 2023 / E-mail to: sclc.losangeles@gmail.com

*** - Depending on the level, some sponsorships also cover the MLK Legacy Festival Week**

The SOUVENIR JOURNAL will be a 5.5" x 8.5" booklet

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

FULL-PAGE 5.5 x 4.5 - \$600.00

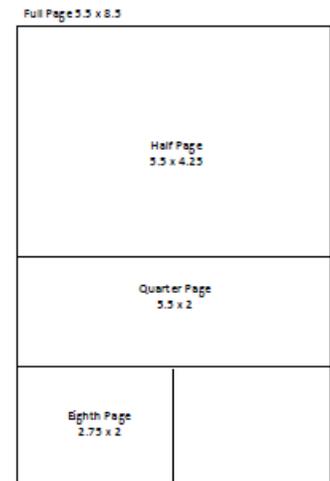
HALF-PAGE (horizontal) 5.5 x 4.25 - \$350.00

QUARTER PAGE 5.5 X 2 \$200.00

EIGHTH PAGE/Business Card 2.75 X 2 - \$125.00

FORMATTING REQUIREMENTS:

- 1 - All ads must be submitted digitally at 300 dpi and actual size.
- 2 - Ads may be submitted as pdf or jpg file



Rev. William D. Smart, Jr. President & CEO

Southern Christian Leadership Conference of Southern California (SCLC-SC) | 501(c)3 Tax ID #46-2373196 Direct: (213) 268-3082 |
FAX: (310) 910-0464 | Email: Pastorsmart@sclc-sc.org | Website: www.sclc-sc.org

"Moving into the Promise of the Beloved Community"

The 2023 52nd Dr. Martin Luther King, Jr. Legacy Festival Week | Awards & Benefit Gala
RESPONSE FORM

Name: _____ Organization/Compan: _____ :

Address_City_State_Zip: _____

Phone: () _____ FAX: () _____ E-Mail: _____

I (We) would like to join SCLC-SC in the pursuit of a heart of wisdom, a spirit of completion, and union within our "Beloved Community" at the following partner level: *(please check all that apply)*

CORPORATE PARTNERS LEGACY AWARDS GALA

PROGRAM ADS DUE: 1/6/23

- | | | | |
|---|----------------------|--|----------|
| <input type="checkbox"/> MLK Legacy Festival Legacy Sponsor: | \$50,000 | <input type="checkbox"/> Full Page | \$600.00 |
| <input type="checkbox"/> MLK Legacy Festival Diamond Sponsor: | \$35,000 to \$49,999 | <input type="checkbox"/> Half-page | \$350.00 |
| <input type="checkbox"/> MLK Legacy Festival Platinum Circle | \$17,500 | <input type="checkbox"/> Quarter-page | \$200.00 |
| <input type="checkbox"/> Legacy Awards Gala Gold Circle: | \$10,000 | <input type="checkbox"/> Business Card (1/8th) | \$125.00 |
| <input type="checkbox"/> Legacy Awards Gala Silver Circle: | \$7,500 | | |
| <input type="checkbox"/> Legacy Awards Gala Bronze Circle: | \$5,000 | | |
| <input type="checkbox"/> Legacy Gala Awards Table Sponsor | \$2,500 | | |

MEDIA PARTNER

INDIVIDUAL TICKETS

__ Media Partner \$20,000.00 (in-Kind) _____ I want Ticket(s) at \$250.00 each = \$ _____

OTHER SCLC-SC MLK LEGACY FESTIVAL WEEK SPONSORSHIP OPPORTUNITIES -- (Contact Pastor Smart for Details)

- __ Kingdom Day Parade Float Sponsor \$5,000.00
- __ MLK Legacy Festival Week Interfaith Breakfast \$7,500.00
- __ Youth Oratorical Contest \$10,000.00

Enclosed is my contribution of \$ _____

To pay by CHECK: Please complete this form and return it with your check payable to SCLC-SC

To pay by CREDIT CARD: This is your authorization to charge the card listed below a total lump sum of \$ _____

Visa/MasterCard Number: _____ Exp. Date: _____

Name as it appears on card (Print): _____ Signature: _____

Billing Address (if different from above): _____

- I am unable to become a sponsor at this time, but I would like to support the SCLC-SC with a gift of \$ _____
- I want to receive further information. So don't hesitate to get in touch with me.

Would you please mail or fax this form to the attention of **Pastor William D. Smart, Jr., President & CEO**
Southern Christian Leadership Conference of Southern California (SCLC-SC)
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(310) 910-0464 | Email: Pastorsmart@sclc-sc.org Website: www.sclc-c.org
501(c)3 Tax ID #46-2373196