



# Urban League of Greater Madison



*Kaleem Caire*  
URBAN LEAGUE PRESIDENT/CEO

## IN CELEBRATION OF DR. MARTIN LUTHER KING, JR.

Greetings from the Urban League of Greater Madison.

On Sunday, January 15, 2012, more than 800 youth, their families and community leaders will come together at Edgewood High School for the **28th Annual Martin Luther King, Jr. Youth Recognition Breakfast**.

It is open to the public and is one of the oldest and most well attended family observations of the King Holiday in the State of Wisconsin. Children, families, elected officials, business leaders, school staff, and community members continue to make this a must attend event that sells out every year!

**We hope you will join us as a sponsor** of this year's event as more than 170 middle and high school students are presented with the Outstanding Young Person Award and MLK College Scholarships. Students from middle and high schools across Dane County are nominated for the awards by their schools for their academic performance, community service and participation in extra-curricular activities.

This year we introduce a new award in honor of Mary Tenia Jenkins Powell. Ms. Powell was an outstanding Madison educator who positively impacted the lives of thousands of young people. For nearly 40 years, she was a tireless advocate for the educational achievement and advancement of students of color; for social justice and diversity education in Madison's public schools; and for young people who found it difficult to identify their purpose and find their place in traditional public high schools. Ms. Powell passed away this year after a long and courageous battle with cancer. We will honor two young men and two young women with the new Mary Tenia Jenkins Powell Strivers Award, recognizing students who have overcome setbacks in school and life, have made significant progress academically and are setting an example for giving back to their peers and school community.

The 2012 King weekend also marks the return of the **13th Annual Martin Luther King, Jr. Youth Service Day**, on Monday, January 16th at the Wisconsin Institutes for Discovery. Celebrating this year's theme, "**A Dedication to Service...A Discovery of Science**," more than 300 middle and high school students representing Dane County's diverse community will come together in the morning to learn about science and technology careers and innovations, and how both can be used to improve communities and people's lives. In the afternoon, youth will engage in various service activities, integrating into their service the promotion of science exploration and learning activities in Dane County.

Both the breakfast and service day encourage our young people to serve their community, achieve in school, and become leaders. Your generous support will ensure the legacy of Dr. King is passed down to hundreds more youth and that our community will continue to celebrate our children's achievements.

We appreciate your support and look forward to partnering with you on these events, and working together to make Greater Madison the Best in the Midwest for all children and families to live, learn and work!

Onward.

Kaleem Caire  
President/CEO  
Urban League of Greater Madison

# 2012

## MLK EVENT SPONSORSHIP OPPORTUNITIES

**"The time is always right to do what is right." -Martin Luther King, Jr.**

## 28TH ANNUAL

### MARTIN LUTHER KING YOUTH RECOGNITION BREAKFAST

SUNDAY, JANUARY 15, 2012

The Martin Luther King, Jr. Youth Recognition Breakfast celebrates students' academic achievement, extracurricular involvement, and service to their community.

The highlight of the Breakfast is the presentation of Outstanding Young Person Awards to nearly 200 middle and high school students of color in Dane County for their academic achievement, extracurricular involvement, and service to the community. Martin Luther King Scholarships are presented to exceptional high school seniors.

The Breakfast is open to the public and is one of the oldest and most well attended family observations of the King Holiday in Wisconsin. Often selling out, over 800 people attend the Breakfast annually.



## 13TH ANNUAL

### MARTIN LUTHER KING YOUTH SERVICE DAY

“A DEDICATION TO SERVICE... A DISCOVERY OF SCIENCE”

MONDAY, JANUARY 16, 2012

Back after a one year hiatus, better than ever!

The Youth Service Day initiative is an exciting and inspiring county-wide project promoting learning and leadership through hands-on learning and volunteerism. Hundreds of Dane County middle and high school students from diverse multicultural and socioeconomic backgrounds will participate in an inspiring, educational and community building experience that includes educational workshops, speakers, entertainment, and community service projects.

Thanks to an exciting new collaboration with Wisconsin Institutes for Discovery, youth will be engaging in the exploration of science, technology, engineering, math, and medicine through the lens of academic achievement and contributions to the community.



# SPONSORSHIP PACKAGES AND AGREEMENT FORM

## PRESENTING SPONSOR \$15,000

- 20 tickets with reserved VIP seating
- Prominent banner as sponsor of events
- Space for additional corporate banner
- Exhibit table at events
- Podium time
- Logo/Name prominent on all materials
- Opportunity to present your promotional materials or items to guests
- Full color cover ad on program
- Welcome letter in program

## PLATINUM SPONSOR \$10,000

- 20 tickets with reserved VIP seating
- Exclusive signage recognizing sponsorship
- Special recognition from podium
- Company listing on materials
- Full color, full page ad in program (inside cover placement to first two platinum sponsors)

## GOLD SPONSOR \$7,500

- 15 tickets with reserved VIP seating
- Full color, full page ad in program
- Company listing on materials
- Exclusive signage recognizing sponsorship

## SILVER SPONSOR \$5,000

- 10 tickets with reserved VIP seating
- Full color, half page ad in program
- Company listing on materials
- Exclusive signage recognizing sponsorship

## BRONZE SPONSOR \$2,500

- 5 tickets with reserved VIP seating
- Full color, half page ad in program
- Company listing on materials
- Shared sign recognizing sponsorship

## PARTNER LEVEL PACKAGES

- I-\$1,000 (6 tickets & large logo in program)
- II-\$500 (4 tickets & large logo in program)
- III-\$250 (2 tickets & small logo in program)

## CONTACT INFORMATION

Company Name \_\_\_\_\_

Contact Name/ Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Signature \_\_\_\_\_

*My signature indicates authorization to make this commitment on behalf of my company.*

## OUR MLK SPONSORSHIP LEVEL

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|---|----------|
| <input type="checkbox"/> Presenting Sponsor | \$15,000 |
| <input type="checkbox"/> Platinum Sponsor   | \$10,000 |
| <input type="checkbox"/> Gold Sponsor       | \$7,500  |
| <input type="checkbox"/> Silver             | \$5,000  |
| <input type="checkbox"/> Bronze             | \$2,500  |
| <input type="checkbox"/> Partner Level I    | \$1,000  |
| <input type="checkbox"/> Partner Level II   | \$500    |
| <input type="checkbox"/> Partner Level III  | \$250    |

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Name as it appears on the card

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Urban League of  
Greater Madison  
ATTN: Amy Good  
2222 S. Park Street  
Suite 200  
Madison, WI 53713

EMAIL: [agood@ulgm.org](mailto:agood@ulgm.org)

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MLK 2012  
SPONSORSHIP



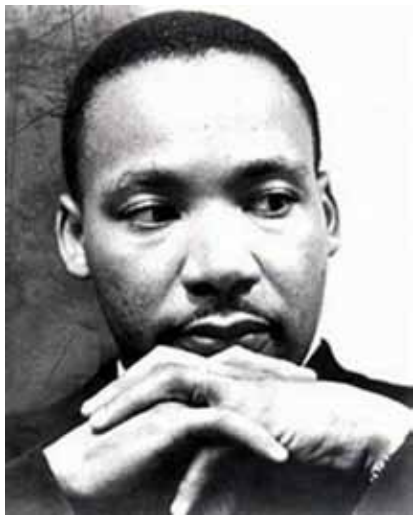
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## Urban League of Greater Madison

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**ACADEMIC ACHIEVEMENT | EXTRACURRICULAR INVOLVEMENT | COMMUNITY SERVICE | LEADERSHIP | INSPIRATION**



Your support of the 2012 Martin Luther King Holiday Youth Observances is an investment in the leadership and character development of our Greater Madison area youth. You are encouraging community involvement, cross-cultural collaboration and academic achievement for hundreds of young people and their families.

The MLK Youth Recognition Breakfast and the MLK Youth Service Day provide your company significant visibility and exposure to over 1,100 diverse community members, including children, families, elected officials, business leaders, and school staff.

Prominent sponsor exposure includes:

- A tradition of significant media coverage
- Social media promotion
- Great team building opportunity and prime visibility for event volunteers
- And more! See inside for more great sponsorship benefits!

# 2012

## MLK EVENT SPONSORSHIP OPPORTUNITIES

“Everybody can be great because everybody can serve.” -Martin Luther King, Jr.