



NORCALMLK

The Northern California Dr. Martin Luther King, Jr. Community Foundation



MLK22

SEMLK.EVENTS

TOWARD JUSTICE



NorcalMLK Foundation executive director Aaron Grizzell (5th left) with Mayor London Breed (7th left), City Attorney David Chiu (8th left), and State Senator Scott Wiener (6th left).



Best-selling speculative fiction authors (l-r) Nalo Hopkinson, Nnedi Okorafor, and Jewel Gomez in conversation at the Black & Brown Comix Arts Festival



2016 Willie B Kennedy Civic Service Award recipients, Cecil Williams and Janice Mirikitani of Glide

NORCALMLK

The Northern California Dr. Martin Luther King, Jr. Community Foundation is a public charitable organization dedicated to helping unlock the promise in every person through programs and events that advance civil and human rights; promote social, economic, and environmental justice; support health, wellness, and preparedness; and increase the joys of learning.

MLK22

January 10-17, 2022

Returning from a year of virtual events, San Francisco's Dr. Martin Luther King, Jr. Birthday Observance looks to bring back in-person celebration to the region, with new and exciting events and programs enhanced by our event streaming content, extending the reach of our celebrations to an increasingly global audience.

Sponsors and partners are now able to benefit from this extended reach with more customized opportunities and ways to support one of the world's premier celebrations and extraordinary experiences in honor of Dr. King.



MLK2022 Events

Many customized in-person opportunities:
(typical crowds...may vary due to possible audience restrictions.)

MLK2022

March & Parade

2 commemorations
10,000+ guests

MLK Celebration Program

700+ guests

Liberation Film Festival

3 Screenings
100 - 700 guests

Filmmaker interviews,

Author interviews

Black & Brown Comix Arts Festival

Comic/Graphic Novel Expo
Artist Conversations
MLK/BCAF Giveaways
4,000+ guests

Music Festival

5,000+ guests

MLK Lecture Series

800+ guests

Health & Wellness Festival

3,000+ guests

MLK Transportation

BART, SFMTA, GGF, Caltrain,
500 - 5,000+ passengers

Community Breakfast

500+ guests

Opening Parties

250+ guests

MLK Conversations

150 - 700+ guests

Children's Activities

500+ kids (ages 3-10)

Volunteer & Service Programs

300 opportunities;
400+ shifts

Special Presentation & Awards

MLK2022 Keynote Address,
Willie B Kennedy Service
Award,
500 - 700+ guests

Digital Media

Event filming, augmented
reality Apps, web site, social
media

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Marchers
at the
MLK
March

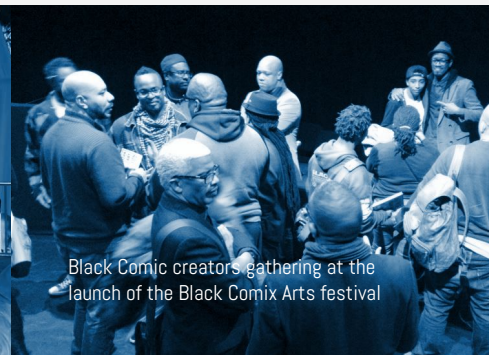


The international launch of March Book Two
graphic novel, Congressman John Lewis's
journey through the civil rights movement.

Pocho Press



Rapper, Yani, performing at the MLK
Music Festival



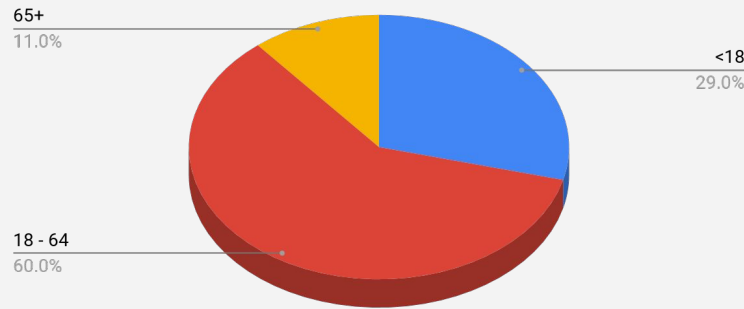
Black Comix creators gathering at the
launch of the Black Comix Arts festival



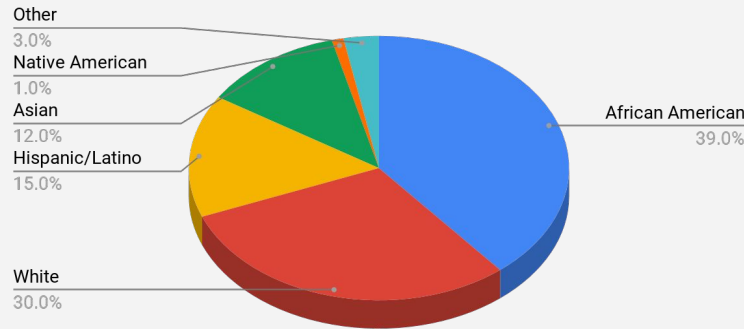
Diverse Demographic

The region's great diversity enriches the NorcalMLK experience and creates valuable opportunities to engage new audiences.

AGE



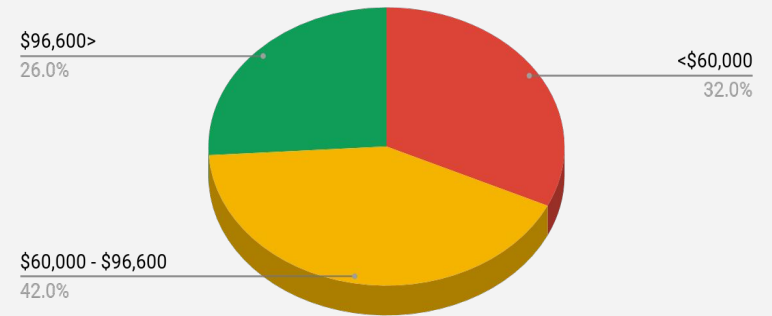
Race/Ethnicity



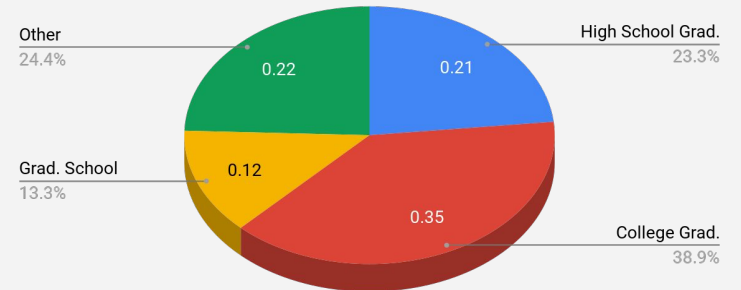
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INCOME/Median Household Income - Nine County San Francisco Bay Area 2016 ACS (Census): \$96,600



EDUCATION



Comics artist Dwayne Deterville and wife at the Black Comix Arts Festival



Young guest at the Black Comix Arts Festival



Late Hon. Edwin Lee, mayor of San Francisco, speaking at the MLK Labor and Community Breakfast



Eisner award winners, Matt Silady (l) and John Jennings (r) at the Black Comix Arts Festival

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Sponsor Benefits

10 million+ media impressions

- Logos in Event print and online advertisements
- Commercials on HD screens at events and venues
- Signage viewable region-wide and at event venues
- Acknowledgement in event press releases to global media outlets
- VIP seating at screenings and events

TRANSIT

Special sponsor opportunities on partner transit networks (see below)

OUTDOOR

Outdoor opportunities include festival outdoor festival, street, and activity-specific signage.

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Caltrain



SF MUNI



BART



Golden Gate Ferry





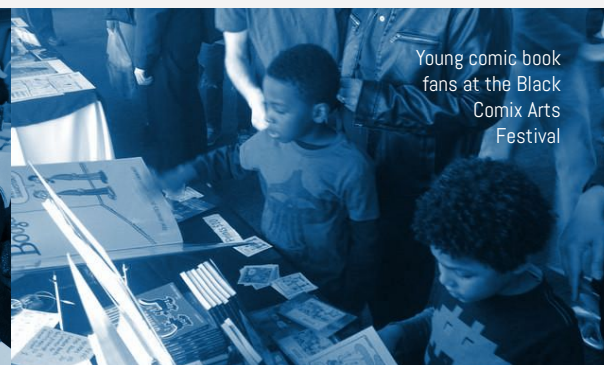
Sponsorship Levels

Benefits are customizable to fit our partners' needs.

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	PRESENTING SPONSOR	FESTIVAL SPONSOR	EVENT SPONSOR	PLATINUM SPONSOR	GOLD SPONSOR
	\$100,000+	\$50,000+	\$20,000+	\$10,000+	\$5,000+
VISIBILITY & ACKNOWLEDGMENT					
Festival/Event trailer	logo				
Festival/Event television advertisements	logo				
Festival/Event print advertisements	(all) logo	(all) logo	(select) logo	(select) logo	(select) logo
Sponsor reel	logo	logo	logo	logo	logo
Festival poster	logo	logo			
Acknowledgment on sponsored event releases	*	*	*	*	
Sponsor press release	*	*	*	*	*
Signage at festival hub	logo	logo	logo		
Sponsor spotlight in NorcalMLK email blasts	logo/link	logo/link			
Festival schedule (miniguide)	logo	logo	logo	logo	logo
Festival/Event landing page(s)	logo/link	logo/link	logo/link	logo/link	logo/link
Social networking (FB, TW, PT, G+, Tblr)	*	*	*	*	
Festival/Event slideshow	*	*	*	*	*
ADVERTISING & RECOGNITION					
Outdoor (citywide buses & bus shelters)	logo	logo			
Festival Banner Ads	logo	logo			
Commercial ads on HD screens	*	*	*		
Static ad in festival/event slideshows	*	*	*	*	*
Signage at festival/event venues	*	*	*	*	
TICKETS & PASSES					
VIP Sponsors (all-access passes)	10	6	4		
Reserve Seating (sponsor vouchers)	10	6	4	3	2



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Father and son marching at the MLK March



The inaugural Willie B. Kennedy Civic Award recipient, Belva Davis

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Next Steps

Connect and discuss ways to form a winning partnership.

NorcalMLK
Development
415-857-0595
norcalmlk@norcalmlkfoundation.org



(clockwise from top left) BCAF2016 artwork at the Koret Auditorium; (l-r) Dr. Dwight Hopkins, Rita Semel, Rev. Dr. James Anthony Noel, and Aaron Grizzell; United Airlines marchers; and the Hon. London Breed, Mayor of the City and County of San Francisco.

