



Sponsorship Levels

Benefits are customizable to fit our partners' needs.

MLK '23

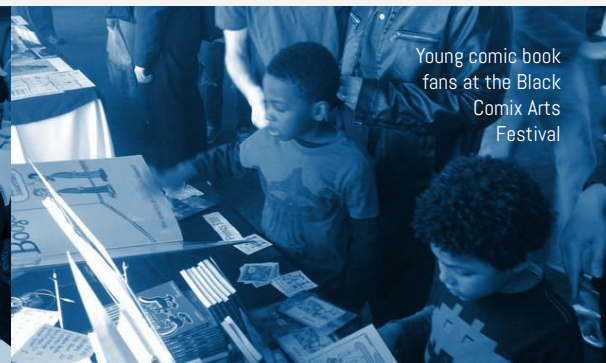
	PRESENTING SPONSOR	FESTIVAL SPONSOR	EVENT SPONSOR	PLATINUM SPONSOR	GOLD SPONSOR
	\$100,000+	\$50,000+	\$20,000+	\$10,000+	\$5,000+
VISIBILITY & ACKNOWLEDGMENT					
Festival/Event trailer	logo				
Festival/Event television advertisements	logo				
Festival/Event print advertisements	(all) logo	(all) logo	(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



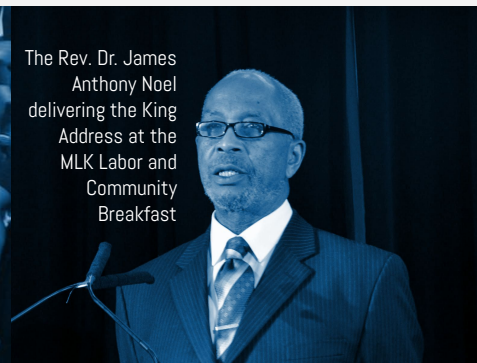
Amanda Stenberg



Members of the IAFF 798, with State Treasurer Fiona Ma (far right)



Young comic book fans at the Black Comix Arts Festival



The Rev. Dr. James Anthony Noel delivering the King Address at the MLK Labor and Community Breakfast