



# NORCAL MLK

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



## MLK'24 SPONSOR BROCHURE



# NORCALMLK



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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 the late 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.

### MLK'24

January 8-15, 2024

San Francisco's Dr. Martin Luther King, Jr. Birthday Observance looks to deliver exciting events and programs for MLK'24, 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.

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## MLK '24 Events

(typical crowds...may vary due to possible audience restrictions.)

# MLK '24

### MLK '24

#### 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

MLK '24 Keynote Address,  
Willie B Kennedy Service  
Award,  
500 - 700+ guests

#### Digital Media

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



Marchers at the MLK March



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

Poehling Press



Rapper Yani, performing at the MLK Music Festival.



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



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## MLK'24 Events

Many customized opportunities:

Jan. 8-15

Volunteer & Service Programs

Jan. 11-12

SIDGE Symposium

Jan. 12

MLK Freedom Concert

Jan. 11-15

King & Faith Series

Jan. 13-15

Liberation Film Festival  
10 Screenings

Jan. 13-15

Black & Brown Comix Arts Festival

Jan. 13-15

Children's Activities

Jan. 15

Labor & Community Breakfast

Jan. 15

Willie B Kennedy Award Presentation

Jan. 15

MLK Transportation  
BART, SFMTA, GGF, Caltrain.

Jan. 15

March & Parade  
2 commemorations

Jan. 15

MLK Celebration Program

Jan. 15

Music Festival

Jan. 15

Health & Wellness Festival

# MLK '24



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



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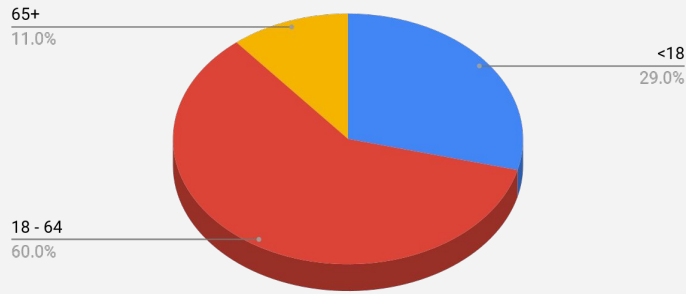


## Diverse Demographic

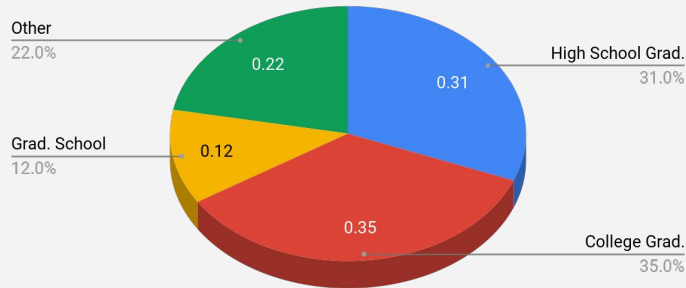
The region's great diversity enriches the NorcalMLK experience and creates valuable opportunities to engage new audiences.

# MLK '24

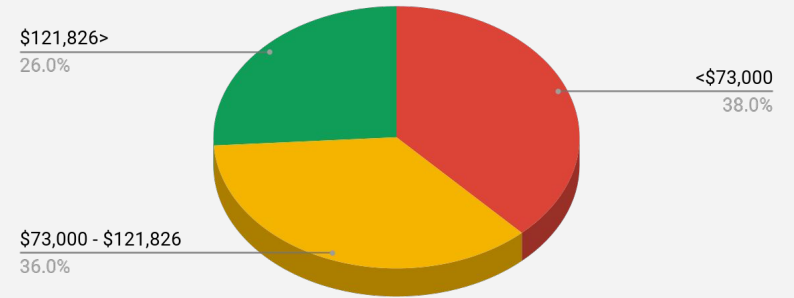
### AGE



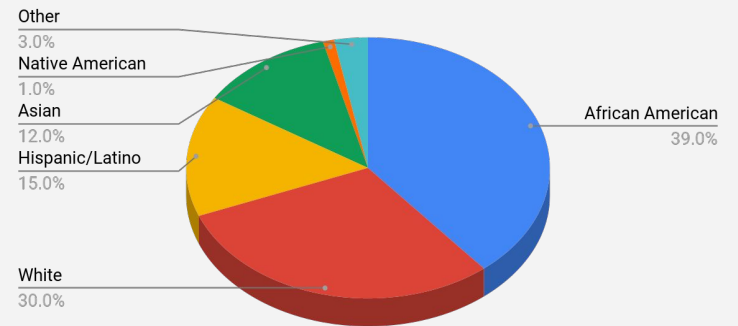
### EDUCATION



### INCOME/Median Household Income - San Francisco City & County 2021 ACS (Census): \$121,826



### Race/Ethnicity



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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## Media

Local and national newspaper, magazine, online and broadcast media outlets include: *(Partial List)*

### PAPERS & NEWS GROUPS

- USA Today
- Associated Press
- San Francisco Chronicle
- Bay Area News Group
- San Jose Mercury News
- Sacramento Bee
- McClatchey News Service
- ANG Newspapers
- UPI
- TV
- KQED *(PBS affiliate)*
- CBS
- NBC
- ABC
- KTVU *(Fox affiliate)*
- KRON *(The CW)*
- KMTP
- STV *(singtao.tv)*

### RADIO

- KQED-Radio *(PBS affiliate)*
- KPFA *(PBS affiliate)*
- KCSM-Radio
- 102.9 KBLX
- 98.1 KISS-FM

### ONLINE MEDIA

- sfgate.com
- 7x7.com
- sanfrancisco.travel
- about.com
- mercurynews.com
- sf.funcheap.com
- partyearth.com
- savvycities.com
- KQED Arts

# MLK '24







## Sponsor Benefits

10 million+ media impressions

- Event Guides, Cards and Maps - Circulation: 30,000
- Bus Shelter Signage - Impressions: 8+ Million
- Event Exterior Banner Signage - Impressions: 3+ Million
- In-Theater/Screening Room Exposure - Circulation: 5 venues; Impressions: 25,000
- Online - 250,000 page views
- Social Media - Facebook, Twitter, Pinterest, Google+, Youtube, Vimeo

Additional opportunities include: social media campaigns, film sponsorships, branding and sampling at special events.

# MLK '24

### EVENT PRODUCT SAMPLING



### EVENT PUBLICATIONS AND RELEASES



### DIGITAL BILL BOARDS



### DIGITAL BUS SHELTER



Religious leaders at the MLK March

Young child enjoying the Black Comix Arts Festival

Leader Pelosi speaking at the MLK interfaith commemoration ceremony

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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.

# MLK '24

30" x 15" SFMTA Bus Poster

10' x 3' BART Station Banner

20" x 42" Street banner

18" x 24" Event Poster

4' x 5' Bus Shelter Poster (digital & hard artwork)

8' x 3' Event Banner

4' x 5' Bus Shelter Poster (digital & hard artwork)

SFMTA Commemorative Pass

BART Web image

MLK 2015

MARCH TO FREEDOM 50 YEARS FROM SELMA TO THE BALLOT

San Francisco's Freedom Train

2013 Dr. Martin Luther King, Jr. Celebration

Monday, January 21, 11 a.m. to 5 p.m.

Yerba Buena Center for the Arts and Yerba Buena Gardens

BART... and you're there.

2015 Dr. Martin Luther King, Jr. Celebration

MARCH TO FREEDOM 50 YEARS FROM SELMA TO THE BALLOT

January 19 | Yerba Buena Gardens

Dr. Martin Luther King, Jr. Celebration | Yerba Buena Gardens | January 19, 2015

MARCH TO FREEDOM BALLOT

Muni Commemorative Dr. Martin Luther King, Jr. Pass

Present to Muni Operator for free rides on Muni bus and rail services, except cable cars, on Monday, January 21, 2013 from 9 a.m. to 7 p.m.

Special Muni shuttle service will be available between the Caltrain Station at 4th and King Streets and Yerba Buena Gardens from 9 a.m. to noon.

January 19-20, 2015 | YERBA BUENA GARDENS | COFO

MARCH TO FREEDOM 50 YEARS FROM SELMA TO THE BALLOT

NORCALMLK

MARCHING TO FREEDOM THROUGH RESISTANCE

Caltrain



SF MUNI



BART



Golden Gate Ferry







## Sponsorship Levels

Benefits are customizable to fit our partners' needs.

# MLK '24

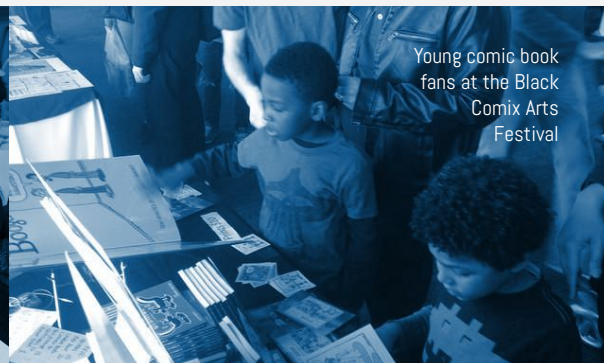
	PRESENTING SPONSOR	FESTIVAL SPONSOR	EVENT SPONSOR	PLATINUM SPONSOR	GOLD SPONSOR
	\$100,000+	\$50,000+	\$20,000+	\$10,000+	\$5,000+
<b>VISIBILITY &amp; ACKNOWLEDGMENT</b>					
Festival/Event trailer	logo				
Festival/Event television advertisements	logo				
Festival/Event print advertisements	(all) logo	(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
<b>Festival/Event landing page(s)</b>	<b>logo/link</b>	<b>logo/link</b>	<b>logo/link</b>	<b>logo/link</b>	<b>logo/link</b>
<b>Social networking (FB, TW, PT, G+, TikTok)</b>	*	*	*	*	
<b>Festival/Event slideshow</b>	*	*	*	*	*
<b>ADVERTISING &amp; RECOGNITION</b>					
<b>Outdoor (citywide buses &amp; bus shelters)</b>	<b>logo</b>	<b>logo</b>			
<b>Festival Banner Ads</b>	<b>logo</b>	<b>logo</b>			
<b>Commercial ads on HD screens</b>	*	*	*		
Static ad in festival/event slideshows	*	*	*	*	*
Signage at festival/event venues	*	*	*	*	
<b>TICKETS &amp; PASSES</b>					
VIP Sponsors (all-access passes)	10	6	4		
Reserve Seating (sponsor vouchers)	10	6	4	3	2



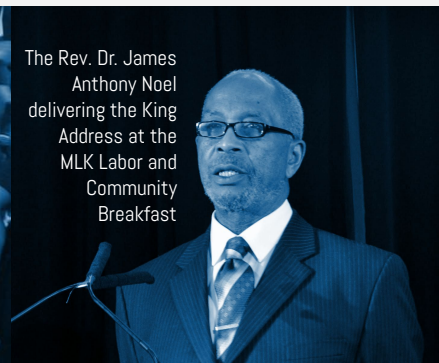
Amandla Stenberg



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

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Father and son marching at the MLK March



The inaugural Willie B Kennedy Civic Award recipient, Belva Davis

# MLK '24

## Next Steps

Connect and discuss ways to form a winning partnership.

NorcalMLK  
Development  
415-857-0595  
[norcalmlk@norcalmlkfoundation.org](mailto:norcalmlk@norcalmlkfoundation.org)



(clockwise from top left) BCAF 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.

