



NORCAL MLK

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



MLK'24 SPONSOR BROCHURE

NORCALMLK



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



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 Jate 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.

NORCALMLK



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MLK'24 Events

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

Many customized opportunities, from activity and event, to presenting sponsorships:

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

MLK '24



Marchers at the MLK March

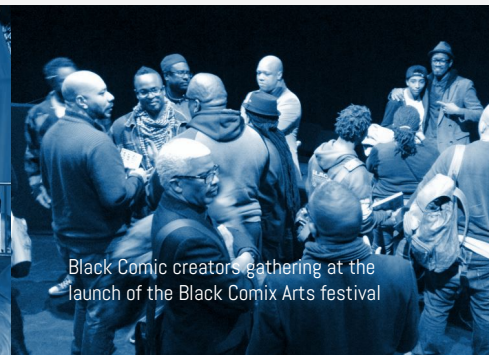


The international launch of March Book Two graphic novel, Congressman John Lewis's journey through the civil rights movement.

Poehina 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, from activity and event, to presenting

sponsorships:

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

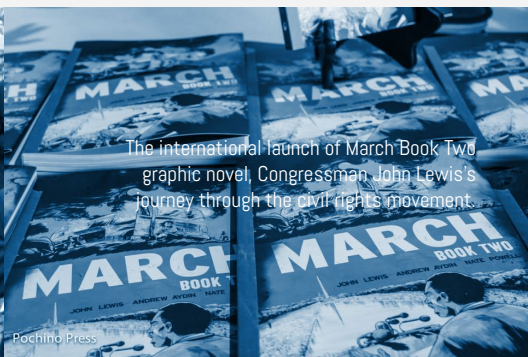
Jan. 15

Health & Wellness Festival

MLK '24



Marchers
at the
MLK
March

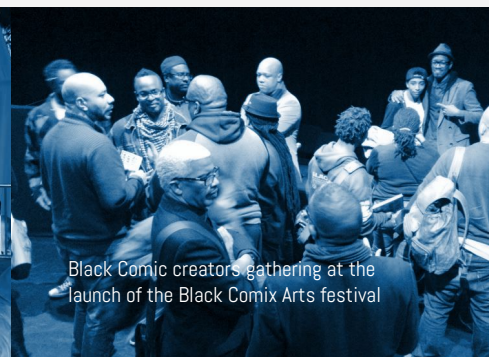


The international launch of March Book Two
graphic novel, Congressman John Lewis's
journey through the civil rights movement.

Pocho Press



Rapper, Yani, performing at the MLK
Music Festival.



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

NORCALMLK

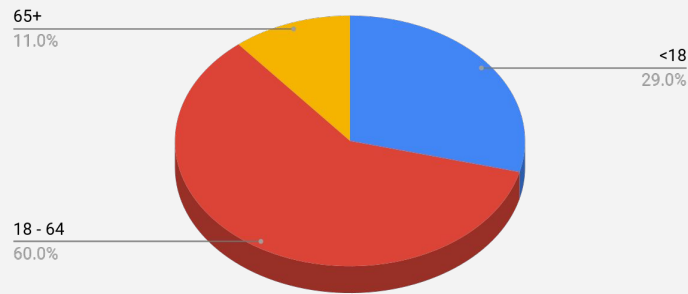


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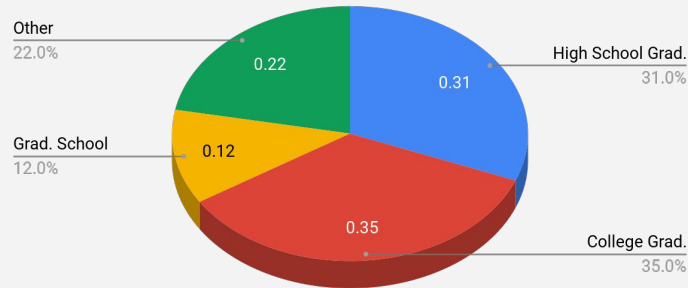
Diverse Demographic

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

AGE

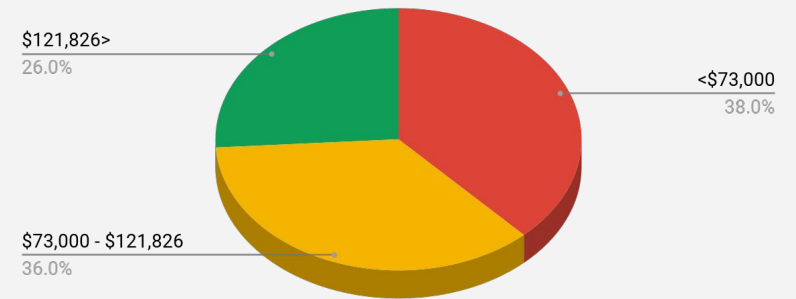


EDUCATION

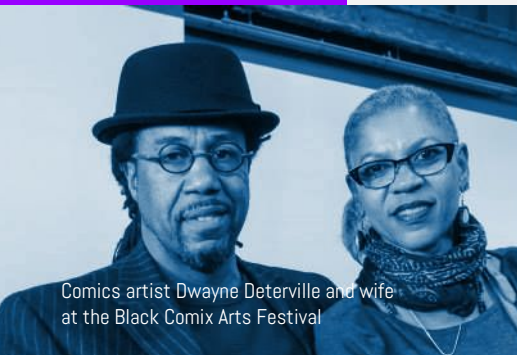
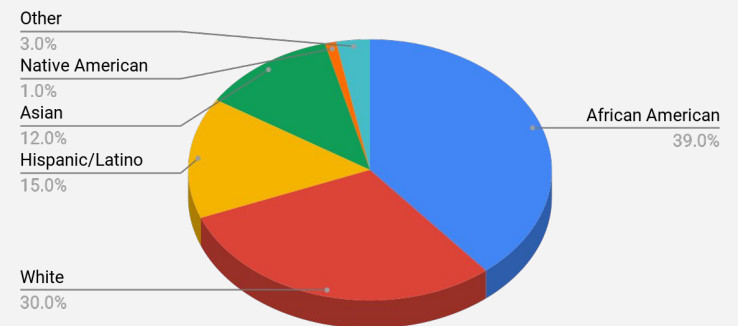


MLK '24

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



Race/Ethnicity



NORCALMLK



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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

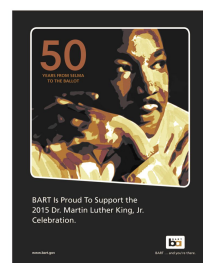
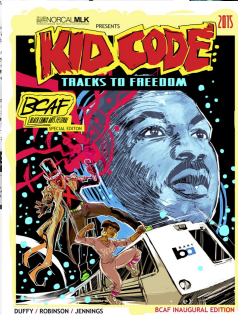
Additional opportunities include: social media campaigns, film sponsorships, branding and sampling at special events.

MLK '24

EVENT PRODUCT SAMPLING



EVENT PUBLICATIONS AND RELEASES



DIGITAL BILL BOARDS



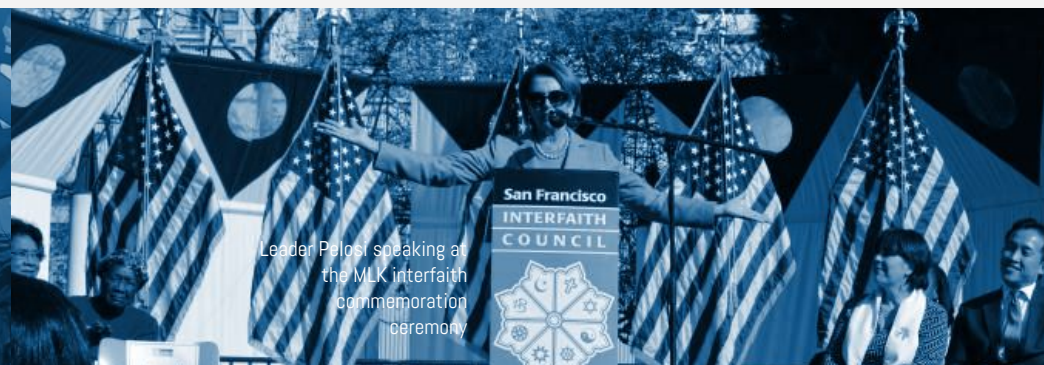
DIGITAL BUS SHELTER



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.



Caltrain



SF MUNI



BART



Golden Gate Ferry



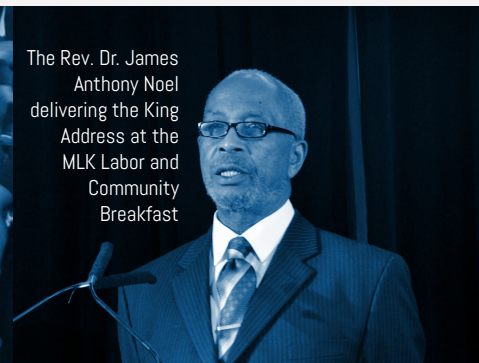
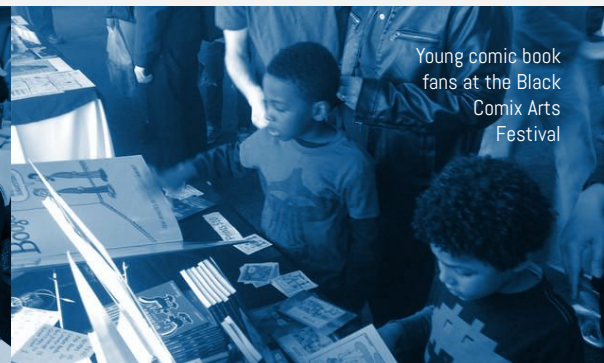


Sponsorship Levels

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+
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+, TikTok)	*	*	*	*	
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

MLK '24

Next Steps

Connect and discuss ways to form a winning partnership.

NorcalMLK

Development

415-857-0595

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.

