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

THE CALTRAIN NORCALMLK CELEBRATION TRAIN AND THE SOUND OF FREEDOM

MLK HOLIDAY WEEK 2027 • A PARTNERSHIP OPPORTUNITY

Bringing the Peninsula into the celebration



- The Foundation carries forward work begun in San Francisco in 1985 at the request of Dr. Coretta Scott King.
- Its weeklong MLK holiday observance draws thousands of celebrants each year.
- The San Francisco Peninsula lacks a unifying, distinctive MLK celebration of its own.
- Two programs answer that need. One brings Peninsula residents to the celebration in San Francisco. The other brings the celebration to the Peninsula.

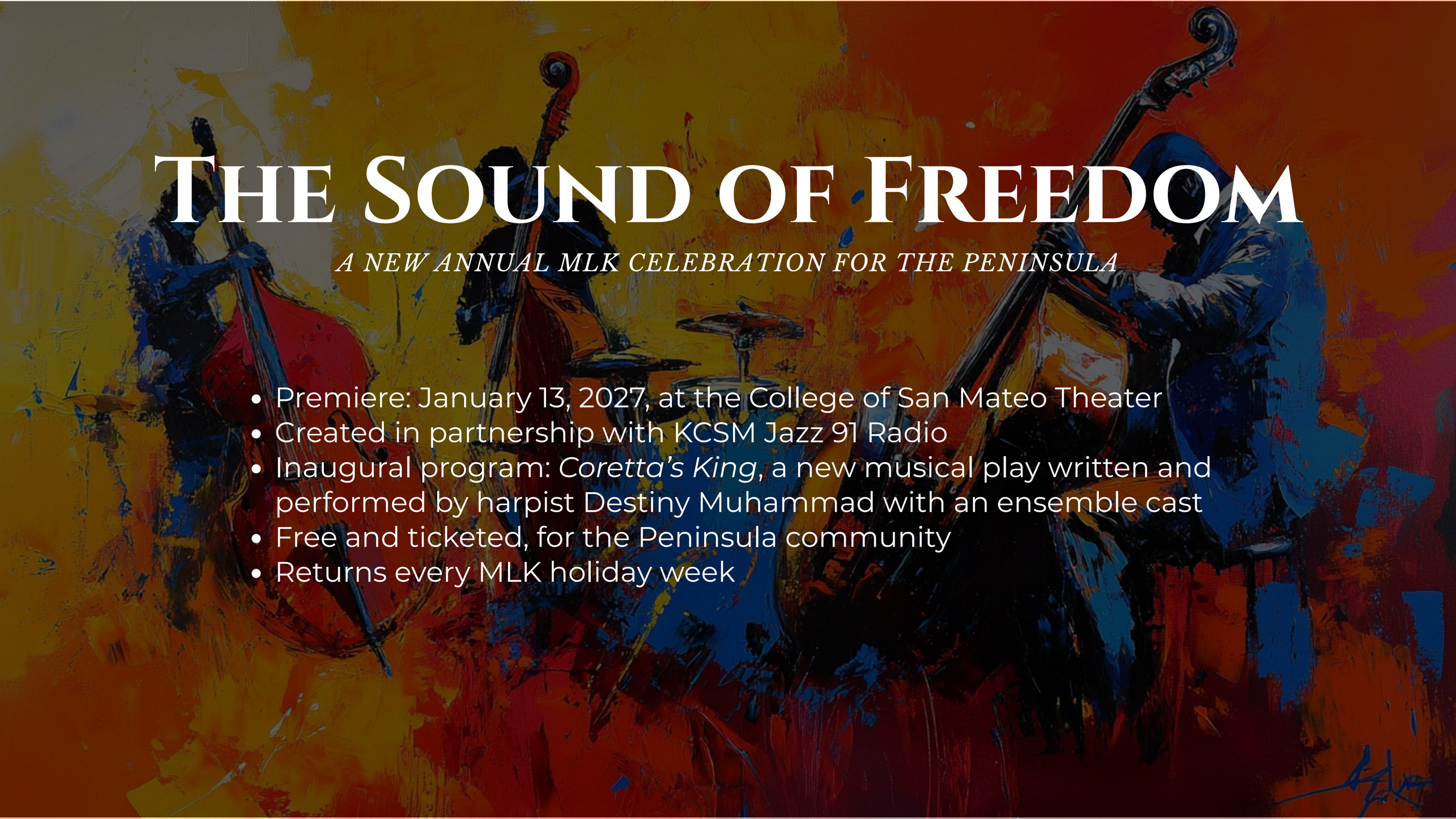
kl

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

The Caltrain NorcalMLK Celebration Train

FREE COMMEMORATIVE TRAIN SERVICE FOR SOUTH BAY AND PENINSULA CELEBRANTS

- A chartered train from San Jose up the Peninsula to the MLK Day march in San Francisco
- Continues a tradition begun by Coretta Scott King, honoring the 54-mile 1965 Selma to Montgomery March
- Free commemorative tickets, with registration in advance and a free southbound return that afternoon
- Music, MLK trivia, and giveaways for children on board
- New in 2027: a second Celebration Train to meet rider demand



The Sound of Freedom

A NEW ANNUAL MLK CELEBRATION FOR THE PENINSULA

- Premiere: January 13, 2027, at the College of San Mateo Theater
- Created in partnership with KCSM Jazz 91 Radio
- Inaugural program: *Coretta's King*, a new musical play written and performed by harpist Destiny Muhammad with an ensemble cast
- Free and ticketed, for the Peninsula community
- Returns every MLK holiday week



A PROVEN PARTNER

- Twice named one of America's ten best art festivals by USA Today readers and editors, for the Black & Brown Comix Arts Festival
- The King & Faith Series, now in its twelfth year
- An International Colloquium Series hosted at some of the world's finest universities and sacred spaces, including KU Leuven, Oxford, and the University of Geneva
- Public interest technology: the SIDGE Center and the PIT Accelerator, built to make human wellbeing and equity the center of advanced technology
- Candid/GuideStar Platinum rating

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

Help Carry the Dream down the Peninsula

- Both programs are free to the public. Partner support underwrites that access for Peninsula and South Bay residents.
- Sponsorship opportunities:
  - **Presenting Partner**, *Celebration Train & The Sound of Freedom* [***$30,000***]
  - **Presenting Partner**, *Celebration Train* [***$20,000***]
  - **Presenting Partner**, *The Sound of Freedom* [***$20,000***]
  - Supporting partnerships [***$5,000 - $15,000***]

Sponsor Benefits

- **Exclusive Presenting Title**
  "The Sound of Freedom, Presented by [Sponsor]" — all materials, three years
- **KCSM On-Air Recognition**
  Underwriting credits on FM 91.1, HD, and global streaming
- **Prominent Logo Placement**
  Event signage, programs, digital, NorCalMLK & KCSM websites
- **VIP Event Access**
  Reserved seating and backstage for up to 10 guests per event
- **Annual Impact Report**
  Audience data, intern outcomes, broadcast reach, media impressions



We Invite You to Partner

NorcalMLK Foundation

Unlocking the promise in every person
Civil & human rights, social justice,
Health, wellness, arts & learning

Founded by Coretta Scott King, Led by Dr. Aaron Grizzell

norcalmlkfoundation.org

Contact Us Today

norcalmlk@norcalmlkfoundation.org • 415 857 0595

Tax I.D. 46-3584726. Donations are tax deductible.