

MLK2027 Celebration

January 11 - 18, 2027

SPONSORSHIP PACKAGES
AND OPPORTUNITIES



About the NorcalMLK Foundation

Empowering communities, promoting justice, and unleashing our promise.

The NorcalMLK Foundation's mission is to help 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.



About the MLK Celebrations

Over 30,000 people, 20+ events, and 15+ venues, and a week of MLK celebration events

The MLK Celebration is the region's premier MLK commemoration, with nationally acclaimed festivals, Grammy-winning musicians, and a host of events, services, volunteer and social justice engagement opportunities, all free to the public.

[See highlights from MLK2025](#)



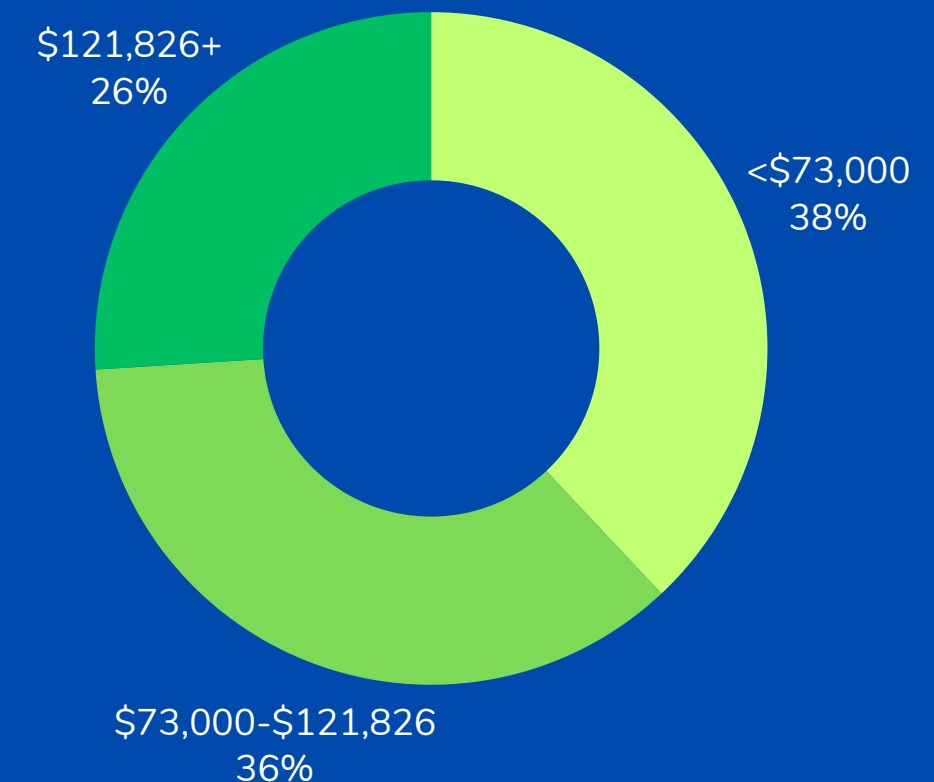
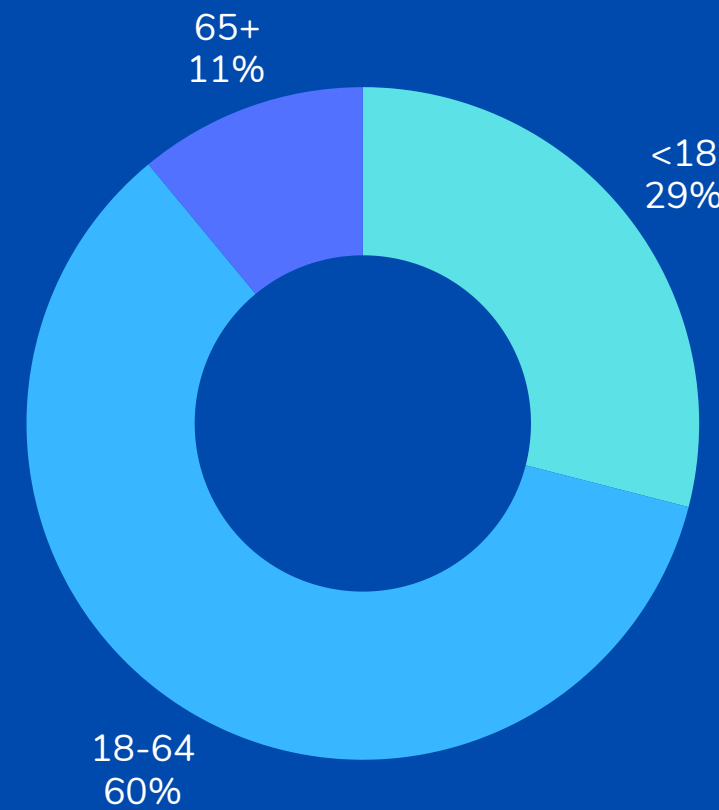
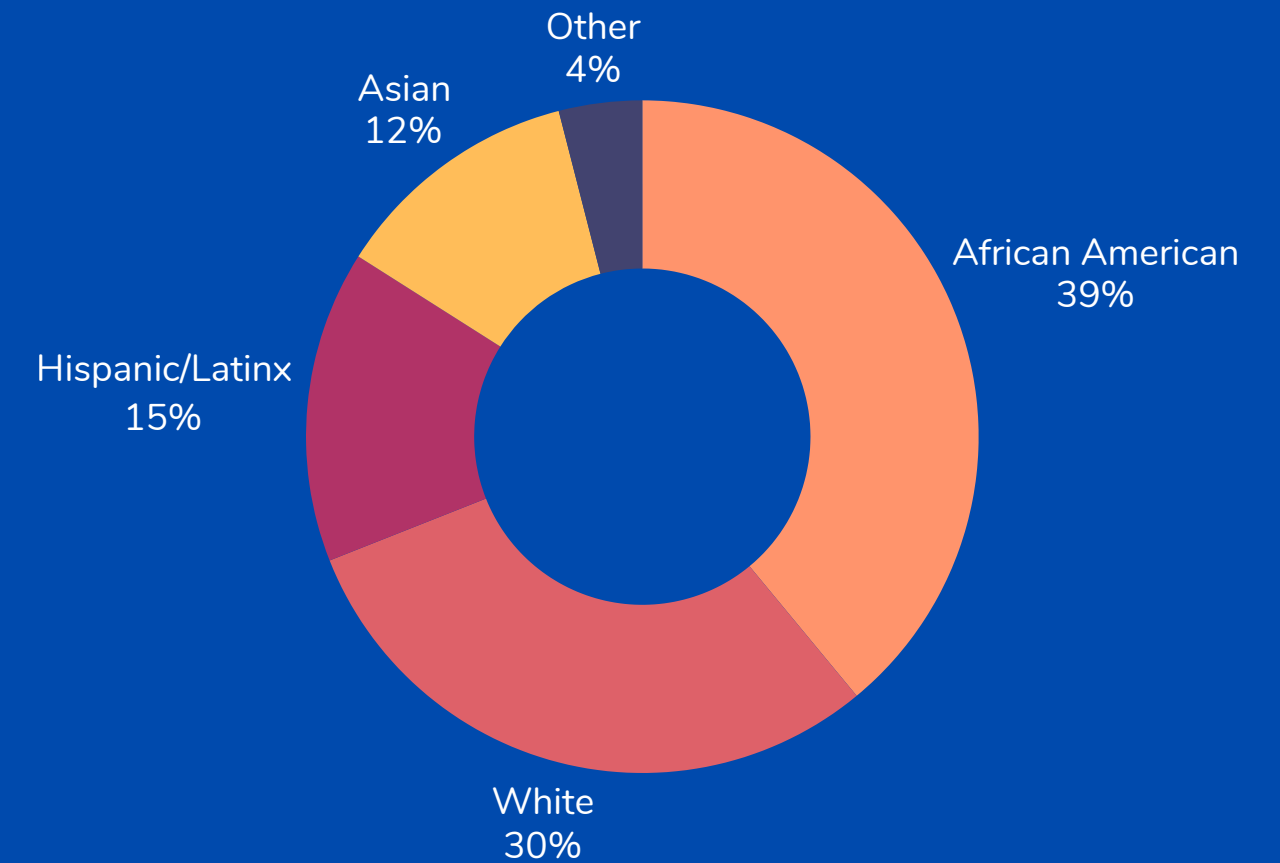
Commemorating the life and message of MLK in service and celebration.

Experience the magic of nationally acclaimed festivals and Grammy-winning musicians, all while promoting a beloved and just community for every person.

Our Audience

A vibrant and diverse demographic that reflects the diversity of our MLK Celebration.

PEOPLE OF ALL AGES, BACKGROUNDS, AND FINANCIAL MEANS COME TOGETHER AT MLK.



CELEBRATION EVENTS



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

March & Parade

2 commemorations
10,000+ guests

MLK Celebration Program

700+ guests

Liberation Film Festival

3 Screenings
100 – 700 guests

Black & Brown Comix Arts Festival

4,000+ guests

MLK Music Events

250 - 5,000+ guests

MLK Lecture Series

800+ guests

SIDGE AI Symposium

300 - 500+ guests

Health & Wellness Festival

3,000+ guests

MLK Commemorative Transit

(Caltrain, BART, MUNI, Golden Gate Ferries)
500 – 5,000+ passengers

MLK Labor & Community

Breakfast

500+ guests

MLK Conversations

150 – 700+ guests

Volunteer & Service Programs

100+ opportunities;
400+ shifts

Special Presentations & Awards


500 - 700+ guests

Children's Activities

500+ (ages 3-10)

Media & Digital Media

TV, Audio, Streaming, Event Filming,
Event Apps, Social Media



Sponsorship Opportunities

Become a Presenting Sponsor

Over 20 events at sponsor levels to fit your organization's budget

Choose a Venue Sponsorship

Over 15 venues, stages, and rooms to choose from

Be a Product Sponsor

Your products and services may align with our needs and enhance your visibility, while doing good

Add Your Brand to an Event

Include your company/brand on an event or venue, or purchase a product space (limited availability)

SPONSOR BENEFITS

What your chosen sponsorship package gets you

[See Full Sponsor Benefit Chart](#)

SPONSOR OPTIONS	PRESENTING \$10K - 100K	VENUE \$5K - \$50K	BRAND \$1K - \$10K
PROMO VIDEO BRAND SPLASH	✓	✓	
HOME LANDING PAGE PLACEMENT	✓	✓	
EVENT VIP PASSES (select number)	✓	✓	✦
LOGO ON EVENT MARKETING	✓	✦	✦

✦ VIP Passes: only at \$5K+; Event Marketing: only atland during event

MLK2027

**Do well while doing good.
Become an MLK
Celebration Sponsor.**

[Sponsor Now](#)



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

Contact Us Today

NorcalMLK Development

415-857-0595

norcalmlk@norcalmlkfoundation.org

norcalmlkfoundation.org