



SCLC
Southern Christian Leadership Conference
of Greater Los Angeles



“Every man must decide whether he will walk in the light of creative altruism, or in the darkness of destructive selfishness.”

—Rev. Dr. Martin Luther King, Jr.



Create a meaningful business advantage with
PARTNERSHIPS & ADVERTISING ~2016

www.sclc-sc.org
www.50thvrainacoalition.org



Southern Christian Leadership Conference of Southern California-SC

as a Corporate Partner

To Support our Mission to revitalizing the dream of Martin Luther King Jr. in Southern California.

SCLC of Southern California is a community resource, which works to improve the condition of the impoverished. Through wealth development, community and employment empowerment, technology literacy and access, as well as youth educational advocacy, we seek to close the economic gap between minorities and mainstream majority. Through the implementation of Christian ethics, we strive to end hunger and tackle its origin, resulting from economic disenfranchisement. We employ our skills sets to meet the fundamental needs of the under-served populations in Southern California.

We at SCLC-SC challenge all people of good will, of every persuasion, who believe in the principles espoused by Martin Luther King, Jr. to join us in our mission.

As a Corporate or Platinum Partner you will join us in a year-round relationship that includes vital support of our programs. Through either monetary or in-kind donations your company has the opportunity to support a very vital and substantive mission that impacts all ages and genders throughout Southern California, and increases the visibility of your goodwill. Benefits will fulfill your philanthropic and strategic corporate marketing goals, and include:

SCLC-SC Signature Events such as the :

- * MLK Legacy Week Festival 2016 January 11 thru 18, 2016, with packages that include: VIP tickets, primary signage, program participation, etc. such as:
 - Legacy Awards & Celebration Monday, January 18, 2015 at the Sheraton Gateway Hotel, Los Angeles
 - Interfaith Prayer Breakfast — Thurs. Jan. 14, 2016
 - “Martin: Duty Calls” Theatrical Play — Fri. Jan. 15th
 - City-wide Youth Oratorical Contest — Sat. Jan. 16, 2016
 - Inner City Youth Orchestra Los Angeles Concert, “I Have a Dream” Symphony — Sat.. Jan. 16, 2016
- * Fathers Program — designed to work with fathers to help them to become more involved in the education of their children
- * Emerging Leaders Dream Hand Technology Initiative—An urban initiative, focused predominately on South LA to train youth ages 8 to 12 in the traditionally underrepresented communities of today in Science, Technology, Engineering, and Math (S.T.E.M.), and coding so they will be prepared for the jobs of tomorrow.
- * Comprehensive marketing, such as signage at all SCLC-SC events and on the website, as well as advertising and publicity
- * Business-to-Business market and relationship building through exclusive VIP events; and Naming opportunities on SCLC-SC programs, scholarships for students
- * Access Tech — In partnership with Foundation for Successful Solutions nonprofit technology center, provides computer training for home and workplace digital literacy, Earn & Learn computers and tech solutions consulting
- * MLK: A Tribute In Song — a multi-media music and images performance that takes the audience on a musical journey through the life of Dr. Martin Luther King, Jr.

We hope you join SCLC-SC on our mission to positively impact and transform lives by meeting the needs of our underserved communities. For any questions or additional information, please contact:

Rev. William D. Smart, Jr. President & CEO

Southern Christian Leadership Conference of Southern California (SCLC-SC) | 501(c)3 #46-2373196

Direct: (213) 268-3082 | FAX: (310) 910-0464 | Email: Pastorsmart@scclcloangeles.org

Mailing Address: 6709 La Tijera Blvd #558 | Los Angeles, CA 90045

website: www.sclc-sc.org & 50thvrainacoalition.org

**SPONSORSHIP OPPORTUNITIES
OTHER SCLC-SC SIGNATURE PROGRAMS**

EMERGING LEADERS PROGRAMS

The SCLC-SC Emerging Leaders are young professionals with a desire to give back. Their focus is in two areas

1. Dream Hand Technology Initiative — An urban initiative, focused predominately on South LA to train youth ages 8 to 12 in the traditionally underrepresented communities of today in Science, Technology, Engineering, Arts and Math (S.T.E.A.M.), and coding so they will be prepared for the jobs of tomorrow.

SPONSORSHIP: \$10,000.00

1. The city-wide Youth Oratorical contest held during the annual MLK Legacy Festival Week.

SPONSORSHIP: \$10,000.00



SPONSORSHIP OPPORTUNITIES OTHER SCLC-SC SIGNATURE PROGRAMS

SCLC-SC INTERFAITH BREAKFAST

The SCLC-SC, in keeping with Dr. King's practice to cross all cultural, ethnic, age and religious lines holds an annual city-wide Interfaith Prayer Breakfast the week of the MLK Legacy Festival.

1. To pray for our city, state, nation and its elected leadership
2. To pray for peace
3. To recommit to the principals of equality and justice for all

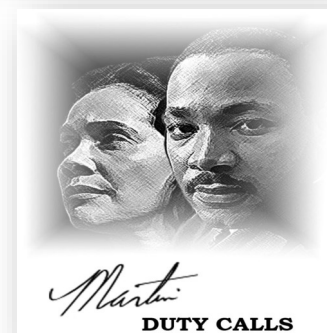
SPONSORSHIP: \$7500.00



MARTIN: DUTY CALLS A THEATRICAL PLAY

An original Stage play depicting the story of Dr. King from the initial bus boycott support of Rosa Parks in 1955 to his death in 1968. With a post event audience discussion of the challenges and successes as well as the price of answering the Call.

SPONSORSHIP: \$10,000.00



INNER CITY YOUTH ORCHESTRA LA — CONCERT CHARLES DICKERSON III — DIRECTOR “I HAVE A DREAM” ORCHESTRAL WORK

The Inner City Youth Orchestra of Los Angeles (ICYOLA) is a nonprofit organization that exists to transform the lives and minds of young people in inner city Los Angeles through high quality music education. ICYOLA aspires to prepare its members for advanced study – musical and otherwise – and high caliber success.

ICYOLA was founded in 2009 by conductor Charles Dickerson to provide inner city youth from the various communities of Greater Los Angeles with the opportunity to learn the great music of the world, and to perform that music on the great stages of the world.

ICYOLA is composed of approximately 60 middle, high school and college students, primarily of African American descent. It is open to inner city youth ages 10-25 with a basic level of accomplishment on orchestral instruments.

SPONSORSHIP: \$10,000.00



SPONSORSHIP OPPORTUNITIES OTHER SCLC-SC SIGNATURE PROGRAMS

DAY OF SACRIFICE COMMUNITY/LABOR LUNCHEON

The SCLC-SC, in keeping with Dr. Kings' commitment to and relationship with, holds this annual event to celebrated the economic, social and civil justice to the work being done by labor and community organizers.

1. Honor a community and a labor icon or grassroots individual or group making an impact on social and economic status of the underserved and under represented.
2. To pray for peace

SPONSORSHIP: \$10,000.00

ACCESS TECH IN PARTNERSHIP WITH FSS

The SCLC-SC offers technology training and education through its' partner the Foundation For Successful Solutions, Inglewood, CA. Sponsorship affords the following:

1. Adult personal and workplace digital literacy (MS Office Suite)
2. Selected underserved Families can earn a home computer through the Learn and Earn program
3. Young adults can share the latest technology in an open mic cyber salon setting.

SPONSORSHIP: \$10,000.00

VOTER REGISTRATION PROGRAM (THRU 2016)

The SCLC-SC will continue to work with the County Registrar and the VRA/INA Coalition deploying its' Voter Registration program thru November 2016. This sponsorship supports that effort by providing resources needed to organize the volunteer street team over the next year focusing on visits to churches, local events and other places the registrar cannot get to.

SPONSORSHIP: \$7500.00



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SPONSORSHIP OPPORTUNITIES OTHER SCLC-SC SIGNATURE PROGRAMS

SPEAKERS, ARTISTS & PROGRAMS BUREAU
\$10,000.00

PURPOSE:

The purpose of the SAPB is to provide a resource of information and education for the general public on social, political and economic issues that currently affect them and those that will have an impact on generations to come.

This goal will be achieved through monthly events that range from an esteemed group of speakers and performance artists to educational programs and cultural events. Such as:

THE PROGRAMS:

Speakers Series:

The resources of the SAPB will include speakers that will be promoted and available for the Organization's Targeted Demographics. This collection of talented individuals will include speakers with SCLC-SC affiliations that include Union Officials & Representatives, Non-For-Profit Administrators & Executives, Clergy, Attorneys, distinguished Millennials and members of Generation Edge, Politicians & Political Advocates and Celebrities.

Each will have a dynamic, positive, strong and important message that relates to many issues facing society today, including: Social Justice, Christian Values in Politics, Voter Empowerment, Women & Gender Empowerment, Youth Empowerment, Health & Healthcare Issues, Citizen and Immigration Rights, amongst others.

Artists Performances:

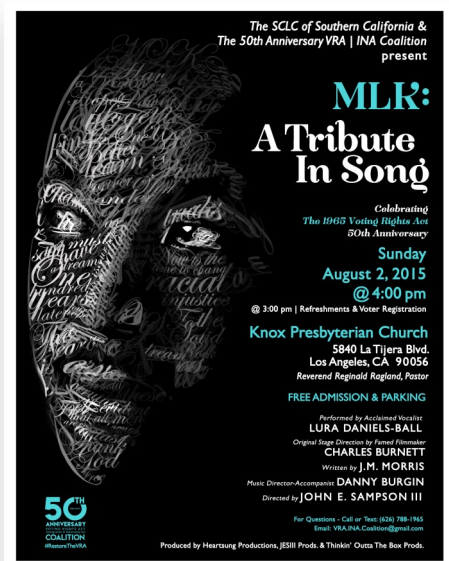
The SAPB has assembled two diverse groups of vocalists to perform socially motivating & empowering songs to provide inspiration to its Target Demographics. These performers (The SCLC-SC Freedom Singers & Own Your Voice|Own Your Vote Ensemble) are available as groups or can be engaged individually.

Special Performances:

"MLK: A Tribute In Song" - A popular and highly-praised feature of the SAPB is the "MLK: A Tribute In Song" program that has been presented nationally. This Program chronicles the life of Reverend Dr. Martin Luther King and his championing of the Civil Rights Movement through a moving history of song and social narrative.

Civil Rights Recitals – Talented performance artists will re-live some of the meaningful moments of the Civil Rights Movement through oratory recitals of various passages.

Performance Segments – Selections from most of the Programs offered by SAPB can be integrated into a requesting party's program.



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SPONSORSHIP OPPORTUNITIES

CORPORATE PARTNERSHIP LEVELS AND BENEFITS

2016 MLK LEGACY WEEK FESTIVAL JAN. 11 — 18, 2016

2016 MLK LEGACY AWARDS GALA | JAN. 18TH, SHERATON GATEWAY HOTEL | LOS ANGELES, CA

LEGACY FESTIVAL TITLE SPONSOR - \$30,000.00

Title Sponsor , title signage at all SCLC King Festival Week signature events, title sponsor logo of full page cover ad in Awards program, 20 VIP Gala Awards tickets, 20 VIP Gala Awards reception tickets, 10 VIP tickets to other MLK Festival events. *Additional reciprocities TBD*

LEGACY FESTIVAL PLATINUM CIRCLE SPONSOR: \$15,000

Platinum Sponsor signage at all SCLC MLK Legacy Festival events, Platinum sponsor logo or full page inside cover ad in Awards program, 16 VIP Gala Awards and 16 VIP Gala Awards reception tickets, 4 VIP tickets to other MLK Legacy Festival events. *Additional reciprocities TBD*

LEGACY AWARDS GOLD CIRCLE SPONSOR \$7,500

Gold Sponsor signage at the MLK Legacy Gala Awards, Gold Sponsor logo or full page ad in program, 10 VIP tickets, 10 VIP reception tickets, etc.

LEGACY AWARDS SILVER CIRCLE SPONSOR: \$5,000

Silver Sponsor signage at the MLK Legacy Gala Awards, 10 VIP tickets, 10 VIP reception tickets, Half-page ad in program.

LEGACY AWARDS BRONZE CIRCLE SPONSOR : \$3,500.00

Bronze Sponsor listing in program, 10 VIP tickets, 10 VIP reception tickets at the MLK Legacy Gala Awards, 10 Priority Gala Awards tickets, 10 VIP reception tickets, Quarter-page ad in program

LEGACY AWARDS TABLE SPONSOR — \$2000.00 Listing in Gala Awards program,

LEGACY AWARDS COMMUNITY BUSINESS PARTNER TICKETS: \$500 .00 each

VIP Sponsor listing in program, 2 VIP MLK Legacy Gala Awards ticket, 2 VIP MLK Legacy Gala Awards reception tickets.

INDIVIDUAL TICKETS — \$200.00 each

MEDIA: PARTNER — \$20,000.00 in-kind media

These sponsorship examples can be enhanced and solidified, but they would be a great opportunity to signal to all that the SCLC-SC continues to be a significant partner for corporations and a substantive provider of programming for everyone...

PROGRAM ADS

(8 x 1/2 BY 11 INCHES, B/W WITH NO BLEED—300 DPI)

Full Page Color	\$1500.00
Full Page B/W	\$1000.00
Half-Page	\$600.00
Quarter Page:	\$350.00
Business card (1/8th)	250.00





2016 SPONSORSHIP RESPONSE FORM

 Name: Mr. Mrs. Ms. Miss Dr.

Address _____ City _____ State _____ Zip _____

Phone() _____ Phone() _____ Fax() _____

Cellular _____ E-Mail _____

I (We) would like to join SCLC in the quest to revitalize the dream of Rev. Dr. Martin Luther King Jr. in Southern California at the following partner level: (please check the selected program)

CORPORATE PARTNERS

___ MLK Legacy Festival Title Sponsor:	\$30,000 and above
___ MLK Legacy Festival Platinum Circle :	\$15,000
___ Legacy Awards Gala Gold Circle:	\$7,500
___ Legacy Awards Gala Silver Circle:	\$5,000
___ Legacy Awards Gala Bronze Circle:	\$3,500
___ Legacy Gala Awards Table Sponsor:	\$2,000
___ Awards Community Business Sponsor	\$500.00 minimum
___ Awards Individual tickets	\$200.00

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LEGACY AWARDS GALA PROGRAM ADS

___ Full Page Color	\$1,500.00
___ Full Page B/W	\$1000.00
___ Half-page	\$600.00
___ Quarter-page	\$350.00
___ Business Card (1/8th)	\$250.00

MEDIA PARTNER

___ Media Partner \$20,000.00 (in-Kind)

OTHER PROGRAM SPONSORSHIP OPPORTUNITIES

___ Kingdom Day Parade Float Sponsor	\$5,000.00	___ Father's Program	\$5,000.00
___ Legacy Festival Interfaith Breakfast	\$7,500.00	___ Voter Registration Program	\$7,500.00
___ Emerging Leaders Youth Oratorical Contest	\$10,000.00	___ Day of Sacrifice Community Luncheon	\$10,000.00
___ Emerging Leaders Dream Hands	\$10,000.00	___ Speakers, Artists, Programs Bureau	\$10,000.00
___ Martin: Duty Calls Stage Play	\$10,000.00	___ Access Tech/Earn and Learn	\$10,000.00

Enclosed is my contribution of \$ _____

 To pay by **CHECK**: Please complete this form and return with your check payable to SCLC-SC

 To pay by **CREDIT CARD**: This is your authorization to charge the card listed below a total lump sum of \$ _____

Visa/MasterCard/AmEx/Discover Number _____ Exp. Date _____

Name as it appears on card _____

Signature _____

I am unable to become a sponsor at this time but I would like to support the SCLC-SC.

My gift of \$ _____ is enclosed.

I would like to receive further information! Please contact me at:

Name: _____ Title: _____ Company: _____

Phone: _____ Email: _____

Please mail or fax this form to the attention of :
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