

December 8, 2016

William J. Danhof, Principle
Lansing Resident Director
120 N. Washington Square Suite 900
One Michigan Avenue Building
Lansing, Michigan 48933

MLK Holiday Commission

PO BOX 24112

Lansing, MI 48909-4112

*Virg Bernero
Mayor City of Lansing*

*Mark Meadows
Mayor City of East Lansing*

*Elaine Hardy
Chairperson*

*Mia McNeil
Vice Chairperson*

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Lonnie Lee
Dr. Denise Maybank
James McCurtis Jr.
Rosa Moss-Hargrove
Geraldine Potter
Randall Talifarro
Anthony Winston*

Dear Bill:

I write on the behalf of the Greater Lansing Area Dr. Martin Luther King Jr. Holiday Commission to share with you exciting news about the work of the Commission and a unique partnership opportunity for your organization.

For the last 32 years, the Commission has hosted a regional luncheon celebration in honor of Dr. Martin Luther King Jr. It is currently the largest and longest established event in the state of Michigan honoring Dr. King. Annually, we receive over 1,200 guests who, from all walks of life, choose to pay homage to one of the world greatest civil rights leaders.

Since its inception, the Commission has worked to strengthen the legacy of Dr. King by supporting human service agencies, providing scholarships to graduating high school seniors.

The 2017 Martin Luther King Jr. Holiday Luncheon will be hosted by Mark McDaniel, President/CEO of Cinnaire. The keynote address will be delivered by **Myrlie Evers-Williams**, widow of civil rights activist Medgar Evers, who worked to overturn segregation at the University of Mississippi and enact social justice and voting rights.

We work to ensure that the pathways to social equality and justice are ever broadening and it is through partnerships with organizations such as yours that we will make certain the King Legacy of Service, Promise, Hope, and Justice endures for generations to come. Please find the sponsorship levels attached.

Thank you again for your support of this important work. - Meanwhile, if you have questions or need further information, please contact me at (517) 319-6942, or by e-mail at ehardy@cityofeastlansing.com. Please send any written correspondence to my attention at 819 Abbot Road, East Lansing, Michigan 48823.

Sincerely,

Ms. Elaine Hardy
Commission Chairperson

**GREATER LANSING AREA
DR. MARTIN LUTHER KING JR.
HOLIDAY COMMISSION**



**LEGACY SPONSORSHIP
BROCHURE**

2016



About Us:

The Greater Lansing Area Dr. Martin Luther King Jr. Holiday Commission is a nonprofit, appointed body comprised of volunteer representatives dedicated to preserving the legacy and teachings of Dr. King, supporting community agencies, and empowering youth to achieve educational goals.

Our Work:

- Plan and facilitate one of the largest and longest running annual MLK luncheons in the country.
- Host a free community-wide gospel concert saluting Dr. King's gospel roots and his many memorable sermons during the civil rights movement.
- Provide scholarship awards to graduating high school seniors.
- Conduct Middle School (6th-8th) and High School (9th-11th) Essay Contest.
- Recognize an exemplary citizen who has made a substantial contribution through service to the Commission's work and the effort of continuing Dr. King's Legacy.
- Provide financial support to human service agencies that meet critical community needs including poverty, literacy, health, homelessness, community enrichment, revitalization, mentoring, and education.
- Strengthen communities through promotion and demonstration of volunteerism and leadership.

Accomplishments:

- Over \$70,000 in grants to community service agencies.
- Awarded over \$100,000 in scholarships.
- Instituted the King Legacy & Service Award. Recognizing one individual annually for selfless, exemplary service and dedication to the Greater Lansing Community.
- Sponsor a delegation of 40 high school students to attend Y-Achievers Black College Tour.
- Sponsored a delegation of commissioners and citizens to attend the National MLK Monument Dedication Ceremony and 50th "I Have A Dream" Anniversary Celebration.

Why Sponsor?

- Raise critically needed funds to underwrite service projects that address our communities' most pressing needs such as literacy, youth violence, hunger, mentoring, education, and community enrichment.
- Be recognized as a leading corporate citizen and highlight your organization's commitment to philanthropy.
 - Exposure to thousands of luncheon attendees and Ad Book viewers.
 - Demonstrate your organization's commitment to diversity and community building.
 - Great employee development and team building opportunity.
 - Inspire others to join this effort as leading corporate citizens.

Thoughts From Our Sponsors:

"The mission of Great Lakes Capital Fund is very aligned with Dr. Martin Luther King's message and vision for how our communities should be safe and provide equal opportunities for all people. When we had the opportunity to participate and support the Greater Lansing MLK Commission, we were honored to do so. We were humbled that day to see the power of his message in action and will continue our support of the Commission's local efforts. In particular, the Commission's work in the Lansing area public schools to develop young leaders to strengthen our community is work Great Lakes Capital Fund enthusiastically supports."

**Mark McDaniel, President/CEO
Cinnaire
Monument Partner**

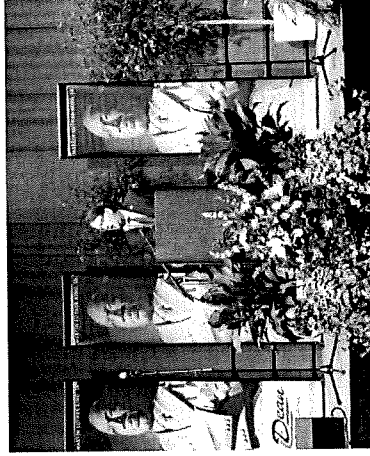
"The events hosted each year by the Greater Lansing Area Dr. Martin Luther King, Jr. Holiday Commission are a great tribute to the work and legacy of a man who forever shaped our nation's history. AT&T is proud to participate and support the commission in its work, and we look forward to another successful event."

**Jim Murray, President of AT&T Michigan
Diversity Partner**

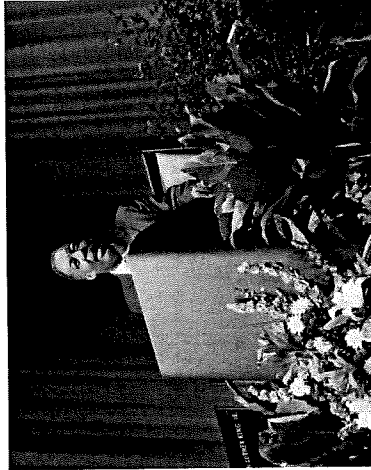
Event Highlight Photos



MSU Board of Trustees Chairman Joel Ferguson welcoming Governor Rick Snyder



US Senator Gary Peters addressing the GLMLK Luncheon Crowd



2015 Speaker Henry "Hank" Thomas, an Original Freedom Rider, sharing his story with a captivated crowd.

Diversity Partner - \$10,000+

"The ultimate measure of a man is not where he stands in moments of comfort and convenience, but where he stands at times of challenge and controversy." – MLK

Please contact us for sponsorship benefit details.

Legacy of Service - \$5,000+

- "Life's most persistent and urgent question is, 'What are you doing for others?'" – MLK
- Full-page ad (color).
 - Premium table (8 seats).
 - Company name logo on table centerpieces.
 - 8 invitations to Speaker's Reception.
 - Professional photograph w/Keynote Speaker.
 - Post-event press in local newspaper.
 - Framed Certificate of Sponsorship presented at reception.
 - Audible recognition during events and receptions.
 - 1 copy of Luncheon DVD

Legacy of Promise - \$3,500+

- "The hope of a secure and livable world lies with disciplined nonconformists who are dedicated to justice, peace, and brotherhood." – MLK
- Full-page ad (color).
 - Premium Table (8 seats).
 - Company logo on table centerpieces.
 - 4 invitations to Speaker's Reception.
 - Professional photograph w/Keynote Speaker.
 - Post-event press in local newspaper.
 - Framed Certificate of Sponsorship presented at reception.
 - 1 copy of Luncheon DVD

Legacy of Hope - \$2,500+

- "We must accept finite disappointment, but never lose infinite hope." – MLK
- Full-page Ad.
 - Premium Table (8 seats).
 - Company name printed on table centerpieces.
 - 2 invitations to Private Speaker's Reception.
 - 1 copy of Luncheon DVD

Legacy of Justice - \$1,500+

- "The moral arc of the universe bends at the elbow of justice." – MLK
- Half-page ad.
 - Premium table (8 seats).
 - Company name printed on table centerpieces.
 - 1 copy of Luncheon DVD

Past Sponsors:

How to Become A Legacy Sponsor:

Contact a representative from the listing below. Please note that certain sponsor benefits may be time sensitive. We respectfully ask that sponsor commitments be affirmed by December 4, 2015 and fulfilled by January 11, 2016

Contact Us:

Our mailing address is:
 P.O. Box 24112
 Lansing, Michigan 48909-4112
 Web site: www.lansingmi.gov/events
 Elaine Hardy, Chairperson
 (517) 285-9130/ehardy@cityofeastlansing.com
 Mia McNeil, Vice Chairperson
 (517)-974-8484/mmcneil@kelley-cawthorne.com
 Anthony Winston, Jr., Commissioner
 (517) 410-9035/anthonyduane@gmail.com