CITY OF SAN ANTONIO

DR. MARTIN LUTHER KING, JR.

40th COMMEMORATIVE MARCH 2027



SPONSORSHIP PACKET

• CITY OF SAN ANTONIO •

DR. MARTIN LUTHER KING, JR.

"Dr. Martin Luther King, Jr. taught us that the moral arc of the universe bends toward justice – let's help it bend faster."

Dear Community Partners,

The Dr. Martin Luther King, Jr. Commission of the City of San Antonio cordially invites you to join us in honoring the life and legacy of Dr. Martin Luther King, Jr. at our annual MLK March on Monday, January 18, 2027. Together we will walk in the spirit of justice, peace and unity, carrying forward the dream he so powerfully shared with the world. We march not only to remember, but to continue the work, and your presence at the MLK Commission's Commemorative Events will help us celebrate and recognize the contributions of Dr. Martin Luther King, Jr.

The MLK March, initiated by Reverend R. A. Callies and other local activists, has now become the **largest commemorative march in the nation**. Therefore, as we walk with gratitude for Dr. King's courage, his vision, and his dream of justice, equality, and peace, we walk for freedom. However, we also walk knowing that his dream is not yet fully realized. We march to carry forward his work, to stand against injustice, to lift up love over hate, and to bend the arc of history closer toward justice. As Dr. Martin Luther King, Jr. declared, 'We cannot walk alone'. Today, we walk together – in unity, in love, and in faith. In his memory, we rise. In his legacy, we act. In his spirit, we march.

We are excited to begin organizing San Antonio's 40th annual Dr. Martin Luther King, Jr. March and Celebratory week. The march will be held on Monday, January 18, 2027, which will be a day of reflection, celebration, and community unity in honor of Dr. Martin Luther King, Jr.'s legacy.

This year we are reaching out to respected community partners to invite you to join us as a sponsor for this impactful event. This year, our goal is to raise **$1 million** to support our mission. To achieve this, we are seeking **100 corporate sponsors** to contribute **$10,000** each. Together, these partnerships will help us reach our fundraising goal and make a lasting impact. Each sponsorship level offers unique benefits, including event branding, speaking opportunities, and VIP access. Enclosed you will find a detailed sponsorship package outlining the benefits associated with each level.

Therefore, we are asking our 22 valued sponsors—who have generously and consistently supported our mission through annual contributions of **$10,000, $15,000, $25,000, and above**—to continue your commitment and consider increasing your sponsorship to **$40,000** as we celebrate our **40th anniversary**.

We are thrilled to announce that we have already secured our first $40,000 sponsor, setting the pace for this milestone campaign. We now invite others to join this distinguished group and help us achieve our goal.

Please join us in creating a brighter future for our youth by investing in the next generation and moving the dream forward. Your continued partnership will help ensure that our impact grows for years to come.

We are asking for official sponsors to support and work in partnership with us for this year's 2027 MLK March. Please see the additional information below where we have outlined sponsorship levels and benefits. In addition, submit your contribution no later than **Friday, November 13th 2026.** **All ads and logos must be submitted by *November 13th* as well in order to be included in the Commemorative Booklet. If we do not receive your ad and logo by November 13th, we will be unable to include your company's ad in the Commemorative Booklet. However, your ad and logo will be included in the digital version, which will be posted on the city's website.**

With your support, the City of San Antonio's Dr. Martin Luther King Jr. Scholarship Fund can build a brighter future for our youth. We are organizing events around the city to promote this cause, including a Youth Empowerment Summit, an Interfaith Worship Service, a Wreath Laying Ceremony, an Art Competition, a blood drive, and an awards banquet to recognize our supporters.
Our goal is to exceed the number of scholarships given in the past, and we need your support to make it happen.

- **Dr. Martin Luther King, Jr Sponsor: $100,000**
- **Drum Major: $75,000**
- **Dream Keeper: $50,000**
- **Freedom Rider: $40,000**
- **Rev. R.A. Callies Trailblazer Sponsor: $25,000**
- **Henry Cisneros Foundation Sponsor: $15,000**
- **Joe Webb Sr. Champion of Equity Sponsor: $10,000**
- **Aaronetta Pierce Community Advocate Sponsor: $5,000**
- **Peacekeeper Sponsor: $2,500**
- **Voice of the Voiceless Sponsor: $1,000**
- **Bridge Builders - Community Donors: ($100 - $999)**

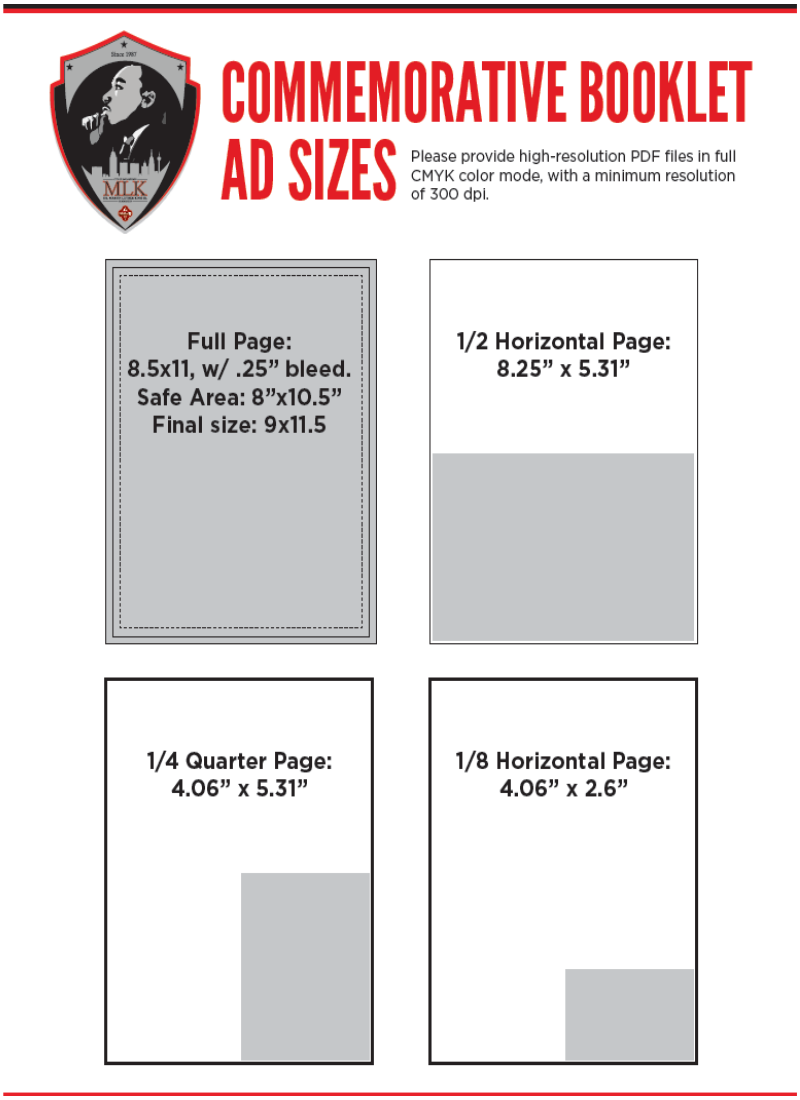
WAYS TO PAY

All payments with checks and/or cashier's check should be written out to the City of San Antonio – Dr. Martin Luther King, Jr. and mailed directly to:

April Sloan
Department Fiscal Administrator, CCDO and COA
400 N. St. Mary's Street, Suite 100
San Antonio, Texas 78205
210-207-5418
april.sloan@sanantonio.gov

For ACH payments, please contact **April Sloan** using the above contact information.

Please note that the **ad and logo** directions are included below and should be submitted directly to **Kayla Jackson** @ kjewjack@aol.com.



Highest regards,

ANGELA JOLIVETTE
Fundraising Committee Chair
angelajolivettemlk@gmail.com

Angela Jolivette

DR. DOSHIE PIPER
Chairman, San Antonio MLK Commission
mlk@sanantonio.gov

Dr. Doshie Piper

JALEN MCKEE-RODRIGUEZ
District 2 Councilman
frankie.trynoski@sanantonio.gov

Jalen McKee-Rodriguez



History

The San Antonio Dr. Martin Luther King, Jr. Commission was established in April 1986, and the first official MLK March was held on January 19, 1987. The Commission was established to plan and promote activities annually and strives to plan activities for the Dr. Martin Luther King, Jr. Birthday Celebration each year. Since 2011, the City of San Antonio has made it their mission to use the MLK Commission to promote nonviolence, human equality, and the building of community among all citizens of San Antonio and beyond.

The MLK celebration includes approximately 300,000 participants, and over 1,000 volunteers. Our march is recognized as the largest commemorative march in the nation, and brings together people from all races, religions, creeds, and backgrounds to honor the legacy of Dr. Martin Luther King, Jr.

We invite you to become part of this exciting and memorable event along with the City of San Antonio in helping to honor Dr. King's passionate pursuit of equality and justice.

SPONSORSHIP PACKAGES

DR. MARTIN LUTHER KING, JR. SPONSOR – $100K

- Mentioned on live TV during MLK Commemorative Program
- Digital Billboard Advertisement throughout the city of San Antonio
- Acknowledgement in the event's opening and closing remarks
- Invitation to the MLK Commission Community Awards Luncheon (full table)
- Coordinated appearance by MLK Commission Chair or designee at your organization's events
- Complimentary vendor booth at the Commemorative Program & Youth Event
- Featured recognition in all event marketing (print, digital, social media)
- Company banner placed in staging area at the Commemorative Program Event
- Company name on wreath at Wreath Laying Ceremony (reserved seats at ceremony)
- 2-Page Ad in Commemorative Booklet (30,000 copies distributed)
- 50 Official MLK T-Shirts
- VIP Passes to Commemorative Program seating and entry into Hospitality Suite with Pass
- Reserved Seats at the MLK Trinity Lecture Series
- Placement Near the Front of the March in Sponsors' Section (25 seats)
- Option to provide branded items for attendees

DRUM MAJOR SPONSOR – $75K

- Mentioned on live TV during MLK Commemorative Program
- Digital Billboard Advertisement throughout the city of San Antonio
- Acknowledgement in the event's opening and closing remarks
- Invitation to the MLK Commission Community Awards Luncheon (full table)
- Coordinated appearance by MLK Commission Chair or designee at your organization's events
- Complimentary vendor booth at the Commemorative Program & Youth Event
- Featured recognition in all event marketing (print, digital, social media)
- Company banner placed in staging area at the Commemorative Program Event
- Company name on wreath at Wreath Laying Ceremony (reserved seats at ceremony)
- 1-Page Ad in Commemorative Booklet (30,000 copies distributed)
- 25 Official MLK T-Shirts
- VIP Passes to Commemorative Program seating and entry into Hospitality Suite with Pass
- Reserved Seats at the MLK Trinity Lecture Series
- Placement Near the Front of the March in Sponsors' Section (15 seats)
- Option to provide branded items for attendees

DREAM KEEPER SPONSOR – $50K

- Mentioned on live TV during MLK Commemorative Program
- Digital Billboard Advertisement throughout the city of San Antonio
- Acknowledgement in the event's opening and closing remarks
- Invitation to the MLK Commission Community Awards Luncheon (full table)
- Coordinated appearance by MLK Commission Chair or designee at your organization's events
- Complimentary vendor booth at the Commemorative Program & Youth Event
- Featured recognition in all event marketing (print, digital, social media)
- Company banner placed in staging area at the Commemorative Program Event
- Company name on wreath at Wreath Laying Ceremony (reserved seats at ceremony)
- 1-Page Ad in Commemorative Booklet (30,000 copies distributed)
- 25 Official MLK T-Shirts
- VIP Passes to Commemorative Program seating and entry into Hospitality Suite with Pass
- Reserved Seats at the MLK Trinity Lecture Series
- Placement Near the Front of the March in Sponsors' Section (15 seats)
- Option to provide branded items for attendees

FREEDOM RIDER SPONSOR – $40K

- Invitation to the MLK Commission Community Awards Luncheon (full table)
- Complimentary vendor booth at the Commemorative Program & Youth Event
- Featured recognition in all event marketing (print, digital, social media)
- Company banner placed in staging area at the Commemorative Program Event
- Company name on wreath at Wreath Laying Ceremony (reserved seats at ceremony)
- 1/2 – Page Ad in Commemorative Booklet (30,000 copies distributed)
- 25 Official MLK T-Shirts
- VIP Passes to Commemorative Program seating and entry into Hospitality Suite with Pass
- Reserved Seats at the MLK Trinity Lecture Series
- Placement Near the Front of the March in Sponsors' Section (10 seats)
- Option to provide branded items for attendees

PEACEKEEPER SPONSOR – $25K

- Invitation to the MLK Commission Community Awards Luncheon (full table)
- Complimentary vendor booth at the Commemorative Program & Youth Event
- Featured recognition in all event marketing (print, digital, social media)
- Company banner placed in staging area at the Commemorative Program Event
- Company name on wreath at Wreath Laying Ceremony (reserved seats at ceremony)
- 1/2 – Page Ad in Commemorative Booklet (30,000 copies distributed)
- 15 Official MLK T-Shirts
- VIP Passes to Commemorative Program seating and entry into Hospitality Suite with Pass
- Reserved Seats at the MLK Trinity Lecture Series
- Placement Near the Front of the March in Sponsors' Section
- Option to provide branded items for attendees

REV. CALLIES SUPPORTERS – $15K

- Invitation to the MLK Commission Community Awards Luncheon (half table)
- Complimentary vendor booth at the Commemorative Program & Youth Event
- Featured recognition in all event marketing (print, digital, social media)
- Company Banner placed in staging area at the Commemorative Program Event
- Company name on wreath at Wreath Laying Ceremony (reserved seats at ceremony)
- 1/2 – Page Ad in Commemorative Booklet (30,000 copies distributed)
- 10 Official MLK T-Shirts
- VIP Passes to Commemorative Program seating and entry into Hospitality Suite with Pass
- Placement Near the Front of the March in Sponsors' Section
- Option to provide branded items for attendees

HENRY CISNEROS SPONSOR – $10K

- Invitation to the MLK Commission Community Awards Luncheon (3 – seats)
- Complimentary vendor booth at the Commemorative Program & Youth Event
- Featured recognition in all event marketing (print, digital, social media)
- Company Banner placed in staging area at the Commemorative Program Event
- Company name on wreath at Wreath Laying Ceremony (reserved seats at ceremony)
- 1/4 – Page Ad in Commemorative Booklet (30,000 copies distributed)
- 10 Official MLK T-Shirts
- VIP Passes to Commemorative Program seating and entry into Hospitality Suite with Pass
- Placement Near the Front of the March in Sponsors' Section

AARONETTA PIERCE COMMUNITY ADVOCATE – $5K

- Invitation to the MLK Commission Community Awards Luncheon (3 – seats)
- Complimentary vendor booth at the Commemorative Program & Youth Event
- Featured recognition in all event marketing (print, digital, social media)
- Company Banner placed in staging area at the Commemorative Program Event
- Company name on wreath at Wreath Laying Ceremony (reserved seats at ceremony)
- 1/4 – Page Ad in Commemorative Booklet (30,000 copies distributed)
- 5 Official MLK T-Shirts
- VIP Passes to Commemorative Program seating and entry into Hospitality Suite with Pass
- Placement Near the Front of the March in Sponsors' Section

JOE WEBB LEGACY SPONSOR – $2.5K

- Invitation to the MLK Commission Community Awards Luncheon (3 – seats)
- Recognition in print marketing
- Company name on wreath at Wreath Laying Ceremony
- 1 Business Card Size Ad in the in Commemorative Booklet (30,000 copies distributed)
- 4 Official MLK T-Shirts
- Max of 2 VIP Passes to MLK March Event and entry into Hospitality Suite with Pass
- Placement Near the Front of the March in Sponsors' Section

JUSTICE PROTECTOR SPONSOR – $1K

- Invitation to the MLK Commission Community Awards Luncheon (2 seats)
- Logo in Commemorative Booklet (30,000 copies distributed)
- 2 Official MLK T-Shirts
- 2 VIP Passes to MLK March Event and entry into Hospitality Suite with Pass
- Placement of one advertisement sign along the march route (subject to availability)
- Placement Near the Front of the March in Sponsors' Section

BRIDGE BUILDERS – COMMUNITY DONATIONS - $100.00 - $999.99

- All names of Donors will be listed on a Donor's Page in the Commemorative Sponsorship Packet
- Invitation to the MLK Commission Community Awards Luncheon (2 seats)
- 1-2 Official MLK T-Shirts (limited number)
- Placement Near the Front of the March in Sponsors' Section