



4 4 T H A N N U A L
**MARTIN LUTHER KING JR.
COMMUNITY—
—LEADERS
CELEBRATION**

*“Our separate struggles are really one—a struggle for freedom,
for dignity and for humanity.”*

—Dr. Martin Luther King, Jr.

Dear Friend(s):

Thank you for your interest in supporting Virginia Union University's (VUU) 44th Annual Martin Luther King Jr. Community Leaders Celebration.

Amid COVID-19 concerns, we reimagined this time-honored event last year as a broadcast special in an effort to keep our community safe, while celebrating and sharing Dr. King's legacy and his impact here in our local area. As we continue to grapple with the pandemic, we are partnering again with WTVR-CBS 6 in Richmond, VA, and its sister station, WGNT-CW 27, in Hampton Roads, to bring King's legacy and local impact into an estimated seventy-five thousand households on Monday, January 17, 2022.

Last year, the MLK Community Leaders Celebration Special resonated with thousands throughout the Richmond and Hampton Roads markets, garnering double-digit increases in local ratings, as well as outpacing viewership numbers for popular Monday night primetime shows.

During our 44th Annual Martin Luther King, Jr. Community Leaders Celebration, we will not only reflect on Dr. King's legacy and his local impact, but also we will recognize leaders and organizations both in Richmond and in the Hampton Roads regions whose efforts embody Dr. King's spirit of selfless giving for the benefit of our “beloved community.” Today, as the nation copes with the vestiges of systemic racism, and dreams deferred, Dr. King's philosophy of non-violent, transformational social justice is more important now than ever before.

We are excited to share this special opportunity for remembrance, reconciliation, and reclamation with you through several sponsorship and giving levels.

Sponsorship & Giving Levels

PREMIER PRESENTING SPONSOR—\$75,000

As the title presenting sponsor, recognition includes both pre-event and program coverage

Pre-event Recognition:

- 100 logo/audio messages from January 2-January 16 in both the Richmond and Hampton Roads markets
- VUU's co-guest on Virginia This Morning (Richmond—WTVR) and Coast Live (Hampton Roads—WGNT)

Program Recognition:

- 1:30 (sec) commercials during the programming
- Introduction of the MLK Legacy Award—Mrs. Willie J. Dell
- Logo/Name featured during program (2 program bump highlights)
- Logo/Name featured in closing credit sequence

PLATINUM SPONSOR—\$25,000

Pre-event Recognition:

Logo featured on WTVR, WGNT and VUU websites and social media platforms

Program Recognition:

- Introduction of one of five MLK Jr. Community Leader Award honorees
- One (1) :30 second program commercial
- Logo/Name featured during program (2 program logo highlights)
- Logo/Name featured in closing credit sequence

COMMUNITY SPONSOR—\$2,000

Pre-Program Recognition:

Name featured on WTVR, WGNT and VUU websites and social media platforms

Program Recognition: Name featured in the program's Thank You credit sequence

GOLD SPONSOR—\$10,000

Pre-Program Recognition:

Logo featured on WTVR, WGNT and VUU websites and social media platforms

Program Recognition:

- One (1) :30 sec program commercial
- Logo/Name featured during the program (2 program/logo highlights)
- Logo/Name featured in closing credit sequence

INDIVIDUAL DONATIONS

In support of several new University scholarships and initiatives, including the Martin Luther King, Jr. Community Service Award Scholarships, the recently created MLK Scholar in Residence in the Samuel DeWitt Proctor School of Theology, as well as social justice initiatives that address racial inequities in policy, healthcare, housing and education.

Program Recognition:

Name featured in closing credit sequence

\$1,500

\$1,000

\$500

\$250

\$100

\$75

OTHER AMOUNT

BRONZE SPONSOR—\$5,000

Pre-Program Recognition:

Logo/name featured on WTVR, WGNT and VUU websites and social media platforms

Program Recognition:

- Logo/Name featured during the program (1 program/logo highlight)
- Logo/Name featured in closing credit sequence

Proceeds from the Celebration support student scholarships and University initiatives.

For more information, contact Deborah Alston, Senior Director of Alumni Relations and Advancement Services, at (804) 342-3936; dalston@vuu.edu, or go to www.vuu.edu.



44TH ANNUAL
MARTIN LUTHER KING JR.
**COMMUNITY—
LEADERS**
CELEBRATION

Sponsorship Reservation

I agree to be a sponsor of the 44th Annual Martin Luther King, Jr. Community Leaders Celebration at the following level:

PREMIER PRESENTING SPONSOR—\$75,000

PLATINUM SPONSOR—\$25,000

GOLD SPONSOR—\$10,000

BRONZE SPONSOR—\$5,000

COMMUNITY SPONSOR—\$2,000

INDIVIDUAL GIFTS

\$1,500 \$1,000 \$500 \$250 \$100 \$75

OTHER AMOUNT _____

IN MEMORY OF _____

IN HONOR OF _____

Payment Options

By Check

Payable to:

Virginia Union University

Online/Credit Card

Visit our website

www.vuu.edu/mlk-community-leaders-celebration

Mail to:

Virginia Union University

Office of Institutional Advancement

Attn: Deborah Alston

Senior Director, Alumni Relations and Advancement Services

1500 N. Lombardy Street, Richmond, VA 23220

**Note: All contributions are tax-deductible to the fullest extent allowed by law.*

Important Sponsorship Deadlines:

December 17-31, 2021

Logo for digital/broadcast placement

December 31, 2021

Full Payment

January 4, 2022

Commercial (broadcast ready)

Name _____

Organization _____ Address _____

City _____ State _____ ZIP _____

Phone _____ Email _____

Check Enclosed

Make payable to Virginia Union University

Please invoice us for the amount due: _____

(Request must be made by December 17th)

Company Name _____ Email _____

