



46TH ANNUAL MARTIN LUTHER KING JR. COMMUNITY— —LEADERS CELEBRATION

In Partnership With



“Forgiveness does not mean ignoring what has been done or putting a false label on an evil act. It means, rather, that the evil act no longer remains as a barrier to the relationship. Forgiveness is a catalyst creating the atmosphere necessary for a fresh start and a new beginning.”

—The Reverend Dr. Martin Luther King, Jr.

Attention all! Mark your calendars for the 46th Annual Dr. Martin Luther King Jr. Community Leaders Celebration at the Downtown Richmond Marriott on Friday, January 12, 2024.

This event is a powerful testament to Virginia Union University’s rich African American heritage and unwavering commitment to promoting diversity, equity, and inclusion.

The theme, “In All Things, Excellence,” perfectly aligns with the university’s mission of empowering students to develop strong moral values for success.

The celebration is hosted by Dominion Energy CBS 6, Living the Dream, Inc., and other leading corporations, businesses, civic groups, alumni, students, and community and municipal stakeholders in the greater Richmond area.

We invite you to this special event that honors Dr. King’s incredible life and legacy by choosing your best giving and sponsorship levels.

We are confident it will be an unforgettable occasion you won’t want to miss!

4 6 T H A N N U A L
MARTIN LUTHER KING JR.
COMMUNITY—
—**LEADERS**
C E L E B R A T I O N

Sponsorship & Giving Levels

PRESENTING SPONSOR—\$50,000

One (1) Seat at the Head of the Table, one reserved VIP table seating of 10, remarks during the event program, opportunity for one (1) VIP table seating of 9 student ambassadors with company representative and a special announcement, brand recognition on media and print publications related to this event, one (1) :30 sec infomercial message during event program, opportunity for company representative to serve on the university education board, souvenir gifts at table, three (3) message segments to air within CBS 6 Virginia This Morning, Logo or name featured in open and close televised live to broadcast credit sequences.

PLATINUM SPONSOR—\$25,000

One reserved Priority table seating of 10, opportunity for two (2) student ambassadors seated and a special announcement, brand recognition on media and print publications related to this event, one (1) :30 sec infomercial message during event program, souvenir gifts at table, two (2) message segments to air within CBS 6 Virginia This Morning, Logo or Name featured in open and close televised live to broadcast credit sequences.

GOLD SPONSOR—\$15,000

One reserved table seating of 10, brand recognition on media and print publications related to this event, one (1) message segment to air within CBS 6 Virginia This Morning, Logo or Name featured in open and close televised live to broadcast credit sequences.

SILVER SPONSOR—\$10,000

One reserved table seating of 10, brand recognition on university media and print publications related to this event, one (1) message segment to air within CBS 6 Virginia This Morning, logo or name featured in open and close televised live to broadcast credit sequences.

BRONZE SPONSOR—\$5,000

One reserved table seating of 10, brand recognition on media and print publications related to this event, logo or name featured in open and close televised live to broadcast credit sequences.

COMMUNITY SPONSOR—\$2,000

One reserved table seating of 8, brand recognition on university media and print publications related to this event, logo or name featured in closing broadcast credit sequence.

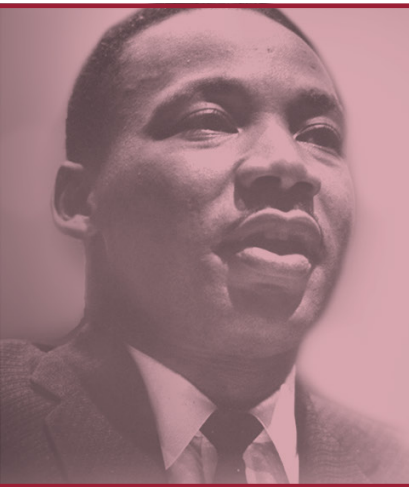
INDIVIDUAL TABLE SEATING RESERVATION—\$75

(Reserved seating for table sponsorship only)

SPONSORSHIP AND GIVING LEVELS

\$1,500 | \$1,000 | \$500 | \$250 | \$125 | OTHER AMOUNT

Proceeds from the Celebration support student scholarships and University initiatives. For additional information, please contact Deborah Alston, Senior Director of Development, Institutional Advancement Services, at (804) 342-3936 –or– dalston@vu.edu.



46TH ANNUAL
MARTIN LUTHER KING JR.
COMMUNITY—
—LEADERS
CELEBRATION
Sponsorship Reservation

I agree to be a sponsor of the 46th Annual Dr. Martin Luther King, Jr. Community Leaders Celebration at the following level:

- ☐ PLATINUM SPONSOR—\$50,000
☐ PLATINUM SPONSOR—\$25,000
☐ GOLD SPONSOR—\$15,000
☐ SILVER SPONSOR—\$10,000
☐ BRONZE SPONSOR—\$5,000
☐ COMMUNITY SPONSOR—\$2,000
☐ INDIVIDUAL TABLE SEATING RESERVATIONS—\$75
(Reserved seating for table sponsorship only)

SPONSORSHIP AND GIVING LEVELS

- ☐ \$1,500 ☐ \$1,000 ☐ \$500 ☐ \$250 ☐ \$125

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

Mail to:

Virginia Union University
Office of Institutional Advancement
Attn: Deborah Alston
Senior Director of Development, Institutional Advancement Services
1500 N. Lombardy Street, Richmond, VA 23220

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

Important Sponsorship Deadline

December 15, 2023

- Full Payment
- Logo for digital/broadcast placement

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 15th)

Company Name _____ Email _____