



VIRGINIA UNION UNIVERSITY

Sponsorship Opportunities

Dr. Martin Luther King Jr. Community Leaders Celebration

Welcome



Dear friends and supporters of VUU,

The **48th Annual Dr. Martin Luther King Jr. Community Leaders Celebration** are more than University traditions—they are powerful expressions of Virginia Union's mission to educate, empower, and uplift. These signature events honor the visionaries who have paved the way while directly supporting the students who represent our future.

As President of Virginia Union University, I invite you to consider **sponsorship** of the event. Your investment will not only celebrate excellence and community leadership—it will also remove financial barriers, fund student scholarships, and expand opportunities for those who need them most.

For over 160 years, VUU has stood as a beacon of higher learning and social impact. These events reflect that legacy—and your support helps us carry it forward. Together, we can make an even greater difference in the lives of our students, our communities, and the generations to come.

As I reflect on what it means to be in 2025, I am inspired by the momentum we're building at Virginia Union University—rooted in resilience, excellence, and purpose. Our students are not waiting for the future; they're boldly creating it with vision, brilliance, and a deep commitment to lead. In a time of rapid change, I couldn't be more hopeful about the future of higher education. No matter the challenges ahead, I'm confident that VUU will remain at the forefront—shaping minds, transforming lives, and pushing for progress in every corner of our world. I invite you to continue this journey with us and invest in the promise of our students.

Join us in this extraordinary moment by committing to be a sponsor today.



Dr. Hakim J. Lucas
President & CEO
Virginia Union University

A Look Back: The 2025 Dr. Martin Luther King, Jr. Community Leaders Celebration



Number of Guests in 2025

680+

Total Raised 2025

\$238K



48th Annual Dr. Martin Luther King, Jr. Community Leaders Celebration

We are honored to invite your organization to partner with Virginia Union University for the 48th Annual Dr. Martin Luther King, Jr. Community Leaders Celebration. This event is a powerful testament to Virginia Union University's unwavering commitment to promoting excellence and community empowerment, bringing together leaders from the public, private and philanthropic sectors.

- **Date & Venue:** Friday, January 16, 2026, 7:30am at the Downtown Richmond Marriott
- **Purpose:** A morning gathering celebrating Dr. King's legacy through keynote reflections and the presentation of awards to individuals and organizations who have made a lasting impact on the Greater Richmond Community.

Why Attend & Sponsor

Honor Dr. King's transformational legacy at this signature breakfast, a distinguished gathering of Richmond's civic leaders, educators, and change-makers. This annual event brings together hundreds in a powerful show of reflection, unity, and commitment to empower communities.

Sponsorship Benefits

Presenting Sponsorship - \$50,000

COMMUNITY LEADERS BENEFITS

- Two reserved tables seating 8 of your invited guests and 2 student ambassadors.
- Brand recognition on social media and print publications related to the event
- Logo prominently featured on shared screen ad during event
- Logo featured during credit sequence on CBS 6's MLK Community Leaders Awards broadcast program
- One (1) :30 sec infomercial to be played during event program
- Six (6) Customized billboard with audio and logo identification to air during CBS 6's Community Leaders Awards broadcast program
- Six (6) thirty second (:30) message segments to air during CBS 6's Community Leaders Awards broadcast program
- Fifty (50) promotional messages which include sponsor audio and video identification (airs during the two weeks leading up to CBS 6 Community Leaders Awards broadcast program)

Belgian Friendship Sponsorship - \$25,000

COMMUNITY LEADERS BENEFITS

- One reserved table seating 8 of your invited guests and 2 student ambassadors.
- Brand recognition on social media and print publications related to the event
- Logo featured on shared screen ad during event
- Logo featured during credit sequence on CBS 6's MLK Community Leaders Awards broadcast program
- Four (4) Customized billboard with audio and logo identification to air during CBS 6's Community Leaders Awards broadcast program
- Four (4) thirty second (:30) message segments to air during CBS 6's Community Leaders Awards broadcast program

Huntley Sponsorship - \$10,000

COMMUNITY LEADERS BENEFITS

- One reserved table seating 8 of your invited guests and 2 student ambassadors.
- Brand recognition on social media and print publications related to the event
- Logo featured on shared screen ad during event
- Logo featured during credit sequence on CBS 6's MLK Community Leaders Awards broadcast program
- Two (2) Customized billboard with audio and logo identification to air during CBS 6's Community Leaders Awards broadcast program
- Two (2) thirty second (:30) message segments to air during CBS 6's Community Leaders Awards broadcast program

Sponsorship Benefits

Ellison Sponsorship - \$5,000

COMMUNITY LEADERS BENEFITS

- One reserved table seating 8 of your invited guests and 2 student ambassadors.
- Brand recognition on social media and print publications related to the event
- Logo featured on shared screen ad during event
- Logo featured during credit sequence on CBS 6's MLK Community Leaders Awards broadcast program
- One (1) customized billboard with audio and logo identification to air during CBS 6's Community Leaders Awards broadcast program
- One (1) thirty second (:30) message segment to air during CBS 6's Community Leaders Awards broadcast program

Pickford Sponsorship - \$2,500

COMMUNITY LEADERS BENEFITS

- One reserved table seating 8 guests.
- Brand recognition on social media and print publications related to the event
- Name featured on shared screen ad during event
- Name featured during credit sequence on CBS 6's MLK Community Leaders Awards broadcast program



VIRGINIA UNION
UNIVERSITY

MARTIN LUTHER KING JR.
COMMUNITY —
— LEADERS
CELEBRATION

In support of the 48th Annual Dr. Martin Luther King, Jr. Community Leaders Celebration,

I/we agree to purchase the _____ Sponsorship. Company/Organization _____

Mobile Phone _____ City, State, Zip _____

*A check in the amount of \$ _____ payable to Virginia Union University is enclosed.

As we prepare to design our event program, we ask that you please send us the artwork of your camera-ready logo, for top sponsors.

All information must be received by December 15, 2025.

Make all checks payable to *Virginia Union University* and mail to the *Office of Institutional Advancement*,
Attention: Michael Manigault, Associate Vice President of Philanthropy | 1500 N. Lombardy Street, Richmond, VA 23220

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

For Online/Credit Card payments, visit <https://alumni.vuu.edu/e/mlkclb/>

Interested in Partnering? Let's Get Started!

Interested in sponsoring the 48th Annual Dr. Martin Luther King, Jr. Community Leaders Celebration? We would be delighted to discuss how your company's involvement can best align with your strategic goals and impact aspirations.

Complete your sponsorship form today!



Michael Manigault

Associate Vice President of Philanthropy

mmanigault@vuu.edu

Direct: 202-957-7894