



4 4 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**

*“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 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 COVID-19 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 Kings, 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**

**\$100**

**\$1,000**

**\$75**

**\$500**

**OTHER AMOUNT**

**\$250**

## **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

For more information, contact Deborah Alston, Senior Director of Alumni Relations and Advancement Services, at [\(804\) 342-3936](tel:8043423936); [dalston@vuu.edu](mailto:dalston@vuu.edu), or go to [www.vuu.edu](http://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](http://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 \_\_\_\_\_

