

MLK Commission Sponsorship Packet



THE *DR. MARTIN*
LUTHER KING, JR.
Commemorative Commission

ANNUAL COMMEMORATION

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DR. MARTIN LUTHER KING, JR. COMMEMORATIVE COMMISSION 2026

Dear Friend and Partner,

The Dr. Martin Luther King, Jr. Commemorative Commission is honored to observe the 44th Annual King Week Celebration in 2026. This year's theme, **ONE COMMUNITY, ONE PURPOSE, ONE DREAM: A CALL TO ACTION**, reminds us that Dr. King's vision was not only a call to dream but also a charge to act. As he affirmed, *"I believe that unarmed truth and unconditional love will have the final word in reality. This is why right temporarily defeated is stronger than evil triumphant."*

For more than four decades, our Commission has proudly led the largest consortium of MLK events in East Tennessee, celebrating Dr. King's life and legacy with programs that inspire reflection, service, and unity. Thanks to the steadfast support of friends, partners, and the broader community, our observance has become one of the most recognized and respected commemorations in the nation.

We warmly invite you to join us once again by serving as a sponsor of the 44th Annual King Week Celebration. Your partnership ensures that we can continue to provide meaningful programming that honors Dr. King's principles of nonviolence, unity, and love of all humanity. A Sponsorship Form is attached for your review and consideration.

This year's observance includes a variety of engaging events leading up to the national holiday on **Monday, January 19, 2026**. The full schedule features opportunities for education, service, and fellowship with each designed to bring our community together in the spirit of Dr. King's legacy.

We are confident that with your support, this celebration will continue to uplift, inspire, and empower our community to live out Dr. King's dream. Should you have any questions, please feel free to contact me at **chair@MLKKnoxville.org** or visit our website at www.MLKKnoxville.org for more details.

Thank you for considering this commemoration as part of your Dr. King observance. Together, may we honor the past, inspire the present, and build a future rooted in justice, unity, and love.

With gratitude,

Mrs. Deborah Porter

Dr. Martin Luther King, Jr. Commemorative Commission, Chair



DR. MARTIN LUTHER KING, JR. COMMEMORATIVE COMMISSION

Save the Dates **2026**

Please make plans to join us in 2026 for another year of celebration and commemoration honoring the life and legacy of the Dream and the Dreamer.

DATE	EVENT
Friday, January 2 5:00pm – 9:00pm	<ul style="list-style-type: none">• GALLERY OF ARTS TRIBUTE <i>Emporium Center/ Arts & Culture Alliance</i> The MLK Gallery of Arts Tribute will kick-off the 2023 King Week Celebration. The Gallery of Arts Tribute is a juried exhibition developed to recognize local artists and most importantly honor the legacy of Dr. Martin Luther King, Jr.
Wednesday, January 14 12:00pm – 1:00pm	<ul style="list-style-type: none">• INTERFAITH PRAYER SERVICE <i>Mt. Olive Baptist Church</i> The major opening of the MLK Celebration is traditionally an interfaith prayer service to bring people of our community from all faiths together in worship.
Thursday, January 15 8:30am – 11:30am	<ul style="list-style-type: none">• LEADERSHIP EDUCATIONAL SYMPOSIUM <i>University of Tennessee - Student Union</i> A highlight of the MLK Celebration is the annual leadership symposium providing a forum for dialogue and exchange of information about social justice issues.
12:00pm – 2:00pm	<ul style="list-style-type: none">• THOMAS “TANK” STRICKLAND LEADERSHIP AWARDS LUNCHEON <i>University of Tennessee, Student Union</i> The business leadership awards luncheon will bring businesses from all segments of Knoxville together to honor special people who have made a difference in our community and will feature a special Keynote Speaker.
Friday, January 16 7:00pm – 8:30pm	<ul style="list-style-type: none">• COMMUNITY FORUM – OAK RIDGE ENVIRONMENTAL PEACE ALLIANCE <i>Beck Cultural Exchange Center</i> An especially important element in the MLK Celebration activities is a Community Forum with our partners of the Oak Ridge Environmental Peace Alliance.

DATE	EVENT
Saturday, January 17 8:30am – 2:00pm	<ul style="list-style-type: none"> MLK YOUTH SUMMIT <i>Austin-East High School</i> The MLK Jr. Commemorative Commission Youth Symposium team has again partnered with the Knoxville Chapter of Jack & Jill of America to provide opportunities for students to enhance their oratorical and public speaking skills along with an educational day full of activities. The contest is comprised of students from local middle and high schools with the Knox County School district.
Sunday, January 18 6:00pm – 8:00pm	<ul style="list-style-type: none"> A NIGHT WITH THE ARTS TRIBUTE <i>Community Evangelistic Church</i> This exciting program will be a fitting tribute to Dr. Martin Luther King, Jr.'s vision and legacy through a multifaceted artistic presentation that includes gifted actor, actresses, and musicians.
Monday, January 19 12:00pm – 2:00pm	<ul style="list-style-type: none"> MEMORIAL TRIBUTE SERVICE <i>Overcoming Believers Church</i> The MLK Memorial Tribute Service serves as a continuation of King Week activities to recognize community leaders and will feature a special Keynote Speaker.
Saturday, March 28 8:30am – 2:00pm	<ul style="list-style-type: none"> TEACHER IN-SERVICE TRAINING <i>Simpson Professional Training Center</i> The purpose of the MLK Teacher In-Service program is to provide a very special training session for teachers and other professionals that tie in directly with the life and legacy of Dr. Martin Luther King, Jr.
Monday, June 19 12:00pm – 4:00pm	<ul style="list-style-type: none"> MLK COMMEMORATIVE COMMISSION JUNETEENTH PARADE/CELEBRATION <i>Lineup begins at Chilhowee Park (Midway)</i> The purpose of the celebratory event is to commemorate the federal holiday marked as the first anniversary of the day that African Americans learned of the Emancipation Proclamation and their freedom. The MLK Jr. Commemorative Commission will host a series of activities and uplifting events to celebrate amongst community members.

SPONSORSHIP FORM
DR. MARTIN LUTHER KING, JR. COMMEMORATIVE COMMISSION

DONOR INFORMATION

Contact Name / Business Name	
Billing Address/ City / State / Zip	
Phone / Fax /E-Mail	

SPONSORSHIP	SPONSORSHIP INFORMATION	AMOUNT	TOTAL
<i>Platinum Underwriter Signature Sponsor</i>	<ul style="list-style-type: none"> • Platinum Underwriter Sponsorship Includes: <ul style="list-style-type: none"> ○ Sponsorship on the MLK Website Homepage with Logo ○ Listing on all Printed Material including Mass Holiday Mailer ○ Premier Full-Page Ad in Souvenir Booklet and Underwriter Listing ○ Media Coverage Acknowledgement ○ Logo on MLK Paraphernalia including T-Shirts ○ Three (3) Platinum Placement Tables at Awards Luncheon, 8 People each ○ 24 Reserved Leadership Symposium Seats ○ Five (5) MLK Commemorative Medallions 	\$10,000+	
<i>MLK Celebration Underwriter</i>	<ul style="list-style-type: none"> • Underwriter Sponsorship Includes: <ul style="list-style-type: none"> ○ Lead Sponsor on the MLK Website Homepage ○ Lead Listing on all Printed Material including Mass Holiday Mailer ○ Premier Full-Page Ad in Souvenir Booklet and Underwriter Listing ○ Premier Listing on MLK Parade Banner ○ Media Coverage Acknowledgement ○ Logo on MLK Paraphernalia including T-Shirts ○ Acknowledgement at all MLK Events • Two (2) Premier Tables at Awards Luncheon, 8 People each • 16 Reserved Leadership Symposium Tickets 	\$5,000 - \$9,999	
<i>Gold Sponsor</i>	<ul style="list-style-type: none"> • Gold Sponsorship Includes: <ul style="list-style-type: none"> ○ Gold Level Listing on MLK Website ○ Gold Level Listing on Printed Material including Mass Holiday Mailer ○ Full-Page Ad in Souvenir Booklet and Gold Listing ○ Gold Level Listing on MLK Parade Banner ○ Gold Level Logo on MLK Paraphernalia including T-Shirts ○ Acknowledgement at all MLK Events • Two (2) Gold Placement Tables at Awards Luncheon, 8 People each • 16 Reserved Leadership Symposium Tickets 	\$2,500 - \$4,999	
<i>Silver Sponsor</i>	<ul style="list-style-type: none"> • Silver Sponsorship Includes: <ul style="list-style-type: none"> ○ Silver Level Listing on MLK Website ○ Full-Page Ad in Souvenir Booklet and Silver Listing ○ Acknowledgment at Awards Luncheon • One (1) Silver Placement Table at Awards Luncheon, 8 People each • 8 Reserved Leadership Symposium Tickets 	\$750 - \$2,499	
<i>Bronze Sponsor</i>	<ul style="list-style-type: none"> • Bronze Sponsorship Includes: <ul style="list-style-type: none"> ○ Bronze Level Listing on MLK Website ○ Full-Page Ad in Souvenir Booklet and Bronze Listing • One (1) Table at Awards Luncheon, 8 People each • 8 Reserved Leadership Symposium Tickets 	\$500 - \$749	
<i>General Sponsor</i>	<ul style="list-style-type: none"> • General Sponsorship Includes: <ul style="list-style-type: none"> ○ Full Page Ad in Souvenir Booklet and General Listing in Souvenir Booklet 	\$250 - \$499	
<i>Souvenir Booklet Ad</i>	Full Page Ad \$175 , A Half Page Ad, \$100 and One-fourth Page Ad \$75 .	\$75 - \$175	
TOTAL SPONSORSHIP AMOUNT ENCLOSED			

Please indicate your Sponsorship Level(s). Feel free to send your sponsorship as soon as possible and prior to **December 5, 2025**. Completed forms may be forwarded to Luncheon@mlkknnoxville.com, payments can also be made online using PayPal at www.MLKKnnoxville.com or can be mailed along with checks **payable to the Dr. Martin Luther King, Jr. Commission, P.O. Box 155, Knoxville TN 37901-0155.**

<input type="checkbox"/> We have submitted our payment through PayPal on the MLK Website <input type="checkbox"/> Enclosed is a camera-ready black & white ad <input type="checkbox"/> Our 2026 Ad will be emailed directly to: SouvenirBook@MLKKnnoxville.com	<input type="checkbox"/> Please send a confirmation of this contribution <input type="checkbox"/> Please contact me for volunteer opportunities <input type="checkbox"/> Feel free to use our email address for future correspondence Email Address: _____
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