



MLK WEEK OF SERVICE | Sponsorship Opportunities



OF NORTHEAST FLORIDA

**UNITING FOR
TOMORROW**

ABOUT MLK WEEK OF SERVICE

WHO

United Way of Northeast Florida, AmeriCorps, the City of Jacksonville, supporting organizations and 1,200 volunteers

WHERE

20+ project and event sites across Duval, Clay and Nassau counties

WHEN

Jan. 12 - 19

WHAT

Weeklong series of events centered around volunteerism to address needs in underserved communities and uplift Dr. King's legacy of unity



PRESENTING SPONSOR (one available) – \$35,000

- Exclusive co-branding recognition as a title sponsor in partnership with United Way of Northeast Florida, City of Jacksonville and AmeriCorps
- Opportunity for pre-event promotion interview with United Way
- Recognition at every MLK Week of Service event, including rally, service projects and engagement events
- Opportunity to walk with United Way in the MLK Day Parade, Monday, Jan. 15
- Included in MLK Week of Service media alerts and press releases as the presenting sponsor
- Speaking opportunity at the MLK Week of Service Opening Rally, Saturday, Jan. 13
- Curated exclusive volunteer opportunity for up to 50 volunteers during MLK Week of Service and one employee service experience by June 30
- Brand recognition on MLK Week of Service webpage and all email invites

CELEBRATION SPONSOR

\$25,000

- Recognition at every MLK Week of Service event, including rally, service projects and engagement events
- Opportunity to walk with United Way in the MLK Day Parade, Monday, Jan. 15
- Included in MLK Week of Service media alerts and press releases a Celebration sponsor
- Curated exclusive volunteer opportunity for up to 25 volunteers and one employee service experience by June 30
- Brand recognition on MLK Week of Service webpage and all email invites

HONOR SPONSOR

\$15,000

- Recognition at every MLK Week of Service event, including rally, service projects, and engagement events
- Opportunity to walk with United Way in the MLK Day Parade, Monday, Jan. 15
- Included in MLK Week of Service media alerts and press releases a Honor sponsor
- Curated exclusive volunteer opportunity for up to 20 volunteers
- Brand recognition on MLK Week of Service webpage and all email invites

CELEBRATION SPONSOR – \$25,000

- Recognition at every MLK Week of Service event, including rally, service projects and engagement events
- Opportunity to walk with United Way in the MLK Day Parade, Monday, Jan. 15
- Included in MLK Week of Service media alerts and press releases a Celebration sponsor
- Curated exclusive volunteer opportunity for up to 25 volunteers and one employee service experience by June 30
- Brand recognition on MLK Week of Service webpage and all email invites

HONOR SPONSOR – \$15,000

- Recognition at every MLK Week of Service event, including rally, service projects, and engagement events
- Opportunity to walk with United Way in the MLK Day Parade, Monday, Jan. 15
- Included in MLK Week of Service media alerts and press releases as a Honor sponsor
- Curated exclusive volunteer opportunity for up to 20 volunteers
- Brand recognition on MLK Week of Service webpage and all email invites

UNITY SPONSOR

\$10,000

- Exclusive sponsor of the Unity Mural
- Included in MLK Week of Service media alerts and press releases the Unity sponsor
- Speaking opportunity during the official unveiling of the mural
- Curated exclusive volunteer opportunity for up to 15 volunteers
- Brand recognition on MLK Week of Service webpage and all email invites

SERVICE SPONSOR

\$10,000

- Exclusive sponsor of one Born Learning Trail at a Jacksonville park
- Included in MLK Week of Service media alerts and press releases a Service sponsor
- Speaking opportunity during the official unveiling of the trail
- Curated exclusive volunteer opportunity for up to 15 volunteers
- Brand recognition on MLK Week of Service webpage and all email invites

YOUR IMPACT

Neighborhood Revitalization

Your support will allow United Way to expand its neighborhood revitalization work already happening Out East and in North Riverside as well as include the New Town area.

RealSense Canvassing

Your support will allow volunteers to canvass targeted neighborhoods to distribute information on how United Way RealSense can help residents break the cycle of generational poverty through free tax preparation services and information on how to build assets.

Food Distribution for Families

Your support will provide community residents the opportunity to not only receive fresh, nutritious food but also receive nutrition education to mitigate the effects of food deserts and financial instability.



BORN LEARNING TRAILS

Born Learning Trails are a series of 10 interactive games for young children marked by engaging instructional signs. The trails turn a trip to the park into an active learning experience, for parents and caregivers of young children to help them develop skills for school readiness.

From the moment a child is born they possess an incredible natural ability to learn from their experiences.

Exposing children early helps foster cognitive and verbal skills that contribute to early learning and literacy success.



PHOTOS OF PREVIOUS EVENTS





VIDEOS OF PREVIOUS EVENTS

2015

2021

2023



CHOOSE YOUR SPONSORSHIP

