



## 39th Annual Martin Luther King Luncheon

MONDAY, JANUARY 21, 2019 | SAN JOSE, CA

A Premier Luncheon in Celebration of the  
Legacy of Dr. Martin Luther King, Jr.

“Why We Can’t Wait”

Keynote Speaker: Roland S. Martin

EXHIBITIONS + SPECIAL EVENTS + SPONSORSHIP  
PROPOSAL

*A Presentation of the African American Community Service Agency*

AACSA | 304 N. 6th Street | San Jose, CA 95112  
(408) 292-3157 | [info@sjaacsa.org](mailto:info@sjaacsa.org) | [www.sjaacsa.org/mlkluncheon](http://www.sjaacsa.org/mlkluncheon)

September 10, 2018

Dear Dr. Martin Luther King, Jr. Supporter:

The African American Community Service Agency is soliciting your support for the 39th Annual Martin Luther King, Jr. Luncheon. The Luncheon offers an optimal opportunity for your company's name to be displayed in major areas such as our exhibition areas, our program guide, web site and more.

We also provide a variety of sponsorship packages that can be customized to meet your marketing objectives. Our goal is to provide supporters with the best exposure available.

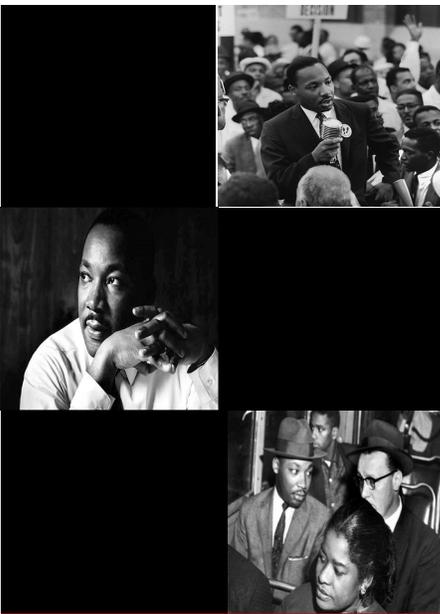
The Annual Martin Luther King Luncheon is a celebration of the life and legacy of the late Civil Rights leader, Dr. Martin Luther King, Jr. His main legacy was to secure progress on civil rights in the United States and he is frequently referenced as a human rights icon today. In addition to supporting his legacy, proceeds from this event will support our AACSA programs and the services we offer.

The AACSA is a non-profit organization founded in 1978. Since 1979, it has been centrally located in San Jose at 6th and Julian Street. We administer varied programs geared to youth, seniors and the general community. Those programs include: *The Juneteenth in the Park Festival*, *Warrior-Jackson Room*, *STeAM on Saturday*, *AACSA Leadership Program*, *Sunday Homeless Breakfast (in collaboration with the New Vision Church)*, and *Holiday Luncheon for Seniors and Christmas Toys for Tots*.

The MLK Luncheon offers several levels of sponsorship opportunities for both corporate and community organizations. For additional information, please contact us at (408) 292-3157.

Strength in Unity,

Milan R. Balinton  
Executive Director  
African American Community Service Agency



*Presented by:*  
African American Community  
Service Agency  
304 N. 6th Street  
San Jose, CA 95112  
[www.sjaacsa.org](http://www.sjaacsa.org) | (408) 292-3157

Executive Director:  
Milan R. Balinton

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# 39th ANNUAL MLK LUNCHEON PREMIER MARKETING OPPORTUNITIES

(1)

## CORPORATE - \$5,000+

- Listed as Corporate sponsor on MLK Luncheon website
- Listed as Corporate sponsor on all print materials used for promotion of the luncheon
- Banner & Slide show presence at luncheon
- Listed in AACSA Business Directory
- 10 tickets to luncheon (reserved table)
- Company name displayed on Table
- Receive 2 copies of MLK Program Book
- Social media marketing

(2)

## GENERAL - \$1,500

- Listed as General sponsor on MLK Luncheon website
- Listed as General sponsor on all print materials used for promotion of the luncheon & Slide show presentation
- Listed in AACSA Business Directory
- 10 tickets to luncheon
- Company name displayed on table
- Receive 2 copies of MLK Program Book
- Social media marketing

(5)

## Ticket Prices

Prices are valid until 01/11/2019

- General: \$70.00
- Students/Youth(17 under): \$50.00

Prices after 01/11/2019

- General: \$85.00
- Students/Youth (17 & under): \$65.00

**HERE'S YOUR CHANCE!** Capture the attention of the complete MLK Luncheon attendee or pinpoint a group particular to your organization's specialized interests by being a sponsor at the 39th Annual MLK Luncheon. With one of these unique opportunities you have the flexibility to deliver a message, drive brand recognition or create an opportunity for interaction. A representative from the African American Community Service Agency, the host for the luncheon, can provide you with full details, options and pricing for any of the high-visibility Premier Opportunities identified here.

**FLEXIBLE  
MARKETING  
+ PROMOTION!**

(3)

## TABLE SPONSOR - \$800

- Listed as Table sponsor on MLK Luncheon website
- Listed as Corporate sponsor on all print materials used for promotion of the luncheon
- Listed in AACSA Business Directory
- 10 tickets to luncheon (reserved table)
- Company name displayed on table
- Receive 2 copies of MLK Program Book

(4)

## MLK TITLE SPONSOR- \$10,000+

- Two complimentary tables of 10 each at the event
- Listed as Title sponsor on MLK Program Guide
- Listed as MLK Title sponsor on MLK Luncheon website
- Listed as MLK Title sponsor on all print materials used for promotion of the luncheon
- Banner presence at Luncheon
- Listed in AACSA Business Directory
- Company name displayed on table
- Receive 2 copies of MLK Program Book
- Social media and radio promo
- Full page ad
- Address the audience at the MLK Luncheon

For more information on unique Martin Luther King Luncheon sponsorship opportunities, contact:  
African American Community Service Agency | Email: [info@sjaacsa.org](mailto:info@sjaacsa.org) | Phone: 408-292-3157

## **ANNUAL MLK LUNCHEON** Martin Luther King Celebration: January 21, 2019

A community event since 1980, the annual Martin Luther King Luncheon has been an important part of the celebration of the Martin Luther King holiday. The MLK Luncheon unites a combination of community and trade organizations, corporations, philanthropists, and students for a one-of-a-kind affair. In addition to the highly marketable opportunities in our Program Guide and Exhibitor Space, the MLK Luncheon provides an array of cultural and civic pride in the Silicon Valley.

Now in its 39th year, the MLK Luncheon has grown into one of the must-attend events for the observation of the holiday. Originally organized by five IBM employees, the luncheon itself has grown from being attended by its original five founders to a crowd that has exceeded over 500 people.

Now hosted by the African American Community Service Agency, the proceeds raised from the Martin Luther King Luncheon go towards our programs that serve our youth such as the AACSA Leadership Academy, Summer Science Day Camp, the Toys for Tots Holiday Program and STEaM on Saturday Program.

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### **HIGH IMPACT SPONSORSHIP**

MLK Luncheon sponsors have the opportunity to catch the attention of influential civic, corporate and philanthropic figures, as well as national representatives from various trade and consumer medium devoted to supporting the AACSA.

Every year, community achievements are highlighted at the Luncheon, leaving lasting impressions that in turn affect cultural awareness and interest for years to come.

### **ANNUAL MLK LUNCHEON SUPER SPONSORSHIP**

A Super Sponsorship is a top level sponsorship of the MLK Luncheon. It delivers the greatest impact and visibility possible, leading up to, throughout, and following the Luncheon. At this level, the MLK Luncheon provides seamless promotional exposure to both consumer and industry-related brands.

The Martin Luther King Luncheon Committee works closely with its sponsors to attain a clear understanding of their marketing objectives, target demographics and budget. This collaboration fosters effective brand-specific activations and integrations, aligning the sponsor with the MLK Luncheon as a top promotional partner.

Super Sponsorships can offer exclusivity within a category at the major sponsorship level, for The Annual Martin Luther King Luncheon.

Specific Major Sponsorships of the Luncheon may be available.

For more information on unique Martin Luther King Luncheon sponsorship opportunities, contact:

**African American Community Service Agency**

**E-mail: [info@sjaacsa.org](mailto:info@sjaacsa.org)**

**Direct: 408-292-3157**

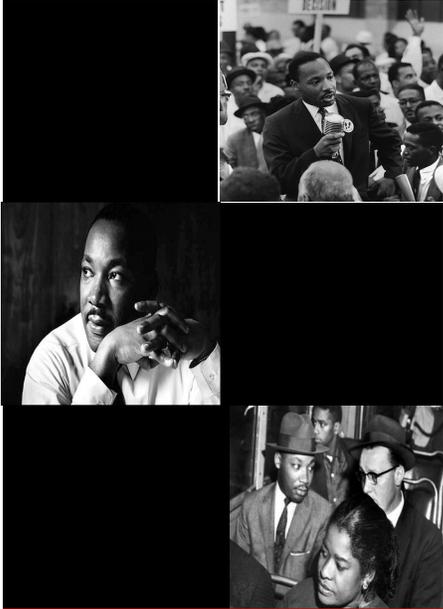
*“Now is the time to make real the promises of democracy.*

*Now is the time to rise from the dark and desolate valley of segregation to the sunlit path of racial justice.*

*Now is the time to open the doors of opportunity to all of God's children.*

*Now is the time to lift our nation from the quicksands of racial injustice to the solid rock of brotherhood.”*

*— Martin Luther King Jr., I Have a Dream: Writings and Speeches That Changed the World*



## ANNUAL MLK LUNCHEON Demographics

A community staple since 1980, the annual Martin Luther King Luncheon has been an important part of the celebration of the Martin Luther King holiday. The MLK Luncheon unites a combination of community and trade organizations, corporations, philanthropists, and students for a one-of-a-kind affair. In addition to the highly marketable opportunities in our Program Guide and Exhibitor Space, the MLK Luncheon provides an array of cultural and civic pride in the Silicon Valley.

The MLK Luncheon will support communities in Santa Clara County which include San Jose, Santa Clara, Sunnyvale, Milpitas, Mountain View, Los Gatos, Los Altos, Gilroy, San Martin, Alviso, Palo Alto and Campbell.

Our target marketing will reach communities in surrounding San Francisco Bay Area counties such as Alameda County, San Francisco County and San Mateo County.

- 76% of attendees are between the ages of 25 and 65
- 25% are Professionals or are in the Technical IT Field. Most attending professionals are employed by one of Silicon Valley's high tech firms.
- The attendees of the MLK Luncheon are a diverse group of people from very diverse ethnic backgrounds:

- |    | Previous Years       | 2019 Target          |
|----|----------------------|----------------------|
| 1. | 78% African American | 35% African American |
| 2. | 10% White            | 25% White            |
| 3. | 7% Hispanic          | 20% Hispanic         |
| 4. | 3% Asian             | 15% Asian            |
| 5. | 2% Other             | 5% Other             |
- You'll reach an active consumer base by targeting the crowds at the MLK Luncheon. These loyal patrons make up a significant portion of the \$744 billion spent on consumer goods within the African American household in 2006 - a \$65 billion growth from 2005.
  - In 2006, the 5 top expenditures for All African American households were:
    1. Housing \$121.6 Billion
    2. Food \$59.2 Billion
    3. Cars/Trucks \$32.1 Billion
    4. Clothing \$27.7 Billion
    5. Health Care \$17.8 Billion
  - California has the 2nd largest population of African American consumer market with \$55.6 Million in 2004 (coming in 2nd to New York)

*“Hate is too great a burden to bear. It injures the hater more than it injures the hated.”*

*— Coretta Scott King*



# 39th Annual Martin Luther King Luncheon

## SPONSORSHIP APPLICATION

Please fill out and submit to confirm your sponsorship:

**COMPANY NAME:** \_\_\_\_\_

**INDIVIDUAL NAME:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_

**CITY, STATE & ZIP:** \_\_\_\_\_

**PHONE:** \_\_\_\_\_

**E-MAIL:** \_\_\_\_\_

I am interested in the following:

### SPONSORSHIP PACKAGES

\_\_\_\_\_ Corporate \$5,000.00+

\_\_\_\_\_ General Tickets

\_\_\_\_\_ General \$1,500.00

\_\_\_\_\_ Students/Youth\* Tickets

\_\_\_\_\_ Table Sponsor \$800.00

\* Youth (17 years and under) and Students must have a valid current student ID

\_\_\_\_\_ MLK Title Sponsor \$10,000.00

Please Note: You will not be able to purchase tickets on the day of the event. See Page 3 for ticket prices.

Enclosed Amount: \_\_\_\_\_ [ ] CHECK [ ] MONEY ORDER [ ] CASHIER'S CHECK [ ] OTHER/CC

Make Payable to: African American Community Service Agency

Send Payments & Applications to: AACSA, 304 N. 6th Street, San Jose, CA 95112 phone: (408) 292-3157 fax: (408) 292-3276