



*Martin Luther King Jr.*  
**MILN DAY**



**PARADE**



**2025  
SPONSORSHIP  
PACKET**





Dear Future Sponsor,

**HOPE ENCOURAGE LOVE PROTECT (HELP) WILL HOST THE CITY OF DALLAS' 43<sup>RD</sup> ANNUAL DR. MARTIN LUTHER KING, JR. CELEBRATION PARADE ON SATURDAY JANUARY 18, 2025 BEGINNING AT 10<sup>AM</sup> CST**

Dr. Martin Luther King Jr. inspired the world and called on us all to unite for justice. The City of Dallas honors his life and legacy through citywide efforts to bring people together and take action in our communities.

We invite you to join us as a sponsor of the **43<sup>RD</sup> Annual Dr. Martin Luther King, Jr. Celebration Parade** as we celebrate the rich traditions and legacy of Dr. King. With your help, we can continue our commitment to creating a more diverse and equitable future. The annual MLK Parade serves as a continued opportunity to teach and learn from our past while supporting educational resources and experts from within our community. Join us in celebrating Black culture, supporting Black businesses and creatives, and reflecting on the achievements, contributions, and sacrifices of Dr. Martin Luther King, Jr.

Sponsorship benefits include media and onsite exposure, collateral, hospitality, and community relations benefits valued beyond the cost of sponsorship. In addition, sponsors will receive a City of Dallas tax status letter and 501(c)(3) letter from Hope Encourage Love Protect (HELP) to use for your donation to the center. The funds you are being asked to provide will not only go toward underwriting the 43<sup>RD</sup> Annual Dr. Martin Luther King, Jr. Celebration Weekend, but will also support H.E.L.P. Community Outreach Programs and Services for 2025.

Sponsorship details, as well as additional information about H.E.L.P. Martin Luther King, Jr. Community Center, and its Social Services Programs, are enclosed for your review. We also welcome the opportunity to design a customized sponsorship package to address any unique marketing, visibility, or community relations needs you may have. This information is also available on [help-dallas.org](http://help-dallas.org) and the Community Center website: [dallasmlkcenter.com](http://dallasmlkcenter.com)

For more information or to discuss your sponsorship, please contact me at 469-592-1388 or via email at [cbaker@help-dallas.org](mailto:cbaker@help-dallas.org)

Respectfully,

Clinton Baker, President  
Hope Encourage Love Protect (H.E.L.P)



# WHY SHOULD YOUR COMPANY OR ORGANIZATION BECOME A SPONSOR OF THE CITY OF DALLAS' 43<sup>RD</sup> ANNUAL DR. MARTIN LUTHER KING, JR. PARADE/MARCH?

- ✓ Brand association with the second largest event nationwide (behind Atlanta, GA) commemorating the life and legacy of Dr. Martin Luther King, Jr.

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- ✓ Increase brand loyalty.

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- ✓ Association with a proven and known entity that commemorates the life and legacy of Dr. Martin Luther King, Jr.

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- ✓ Multiple opportunities to create and expand brand/product visibility.

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- ✓ Reinforce brand image.

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- ✓ Brand display.

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- ✓ Message of commitment to multicultural beliefs and cultural diversity.

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- ✓ Message of community responsibility through employee community service projects.

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- ✓ Contributions and support of the Martin Luther King, Jr. Community Center.

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- ✓ Collaterals and future collaborations.

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# WHO WE ARE

Hope Encourage Love Protect (H.E.L.P.) is a non-profit organization focused on improving the quality of life for people in need. We are here to serve our community's most vulnerable by exemplifying hope, encouragement, love, and protection. We serve alongside other community organizations to *create and move communities forward* for a better tomorrow. We are also a community partner with the Martin Luther King, Jr. Community Center.

The Martin Luther King, Jr. Community Center is part of the City of Dallas Department of Office of Community Care and is in the South Dallas/Fair Park area. The Center sits on 10.5 acres and is comprised of five separate buildings, each offering a variety of services. The different kinds of services allow each building to function independently; however, together, they provide a comprehensive service delivery system. This unique method of service delivery allows the citizens of Dallas to visit one location that meets their educational, health, childcare, family counseling, and leisure activity needs.

# WHAT WE NEED

With your sponsorship, we'll be able to serve more citizens. In the past, we had to turn away and/or refer clients to other agencies due to a shortage of resources. Your company can help make a dramatic difference in the lives of many citizens by changing the downward spiral they're caught in due to unforeseen circumstances, and provide a way for them to get back on their feet. As a sponsor, your company can show that you care about the wellbeing of this community. Please consider the sponsorship levels included in this packet and we look forward to partnering with you soon!

Please make checks payable to "H.E.L.P." and mail to:  
**HOPE ENCOURAGE LOVE PROTECT**  
400 N. ERVAY ST., #133054  
DALLAS, TEXAS 75313

*Please include "MLKDallasParade2K25" on the memo line.*

In addition to sponsorships, we welcome in-kind donations and items. Please call 469-592-1388 for ideas on the types of items or services to donate.

# WHAT WE DO

- Food pantry
- School uniform assistance
- School supplies
- Toiletries
- COVID screenings
- Community service hours for high school/college
- Veterans Disability Assistance







# P3 PRE-PARADE PRODUCTION

9:15 AM - 10:00 AM

Featuring a compilation of entertainment and activities to engage the crowd and VIPs before the onset of the parade.





# SPONSORSHIP LEVELS <sup>AND</sup> BENEFITS

## DIAMOND SPONSOR

**\$25,000+**

### EVENT ADVERTISING

- Logo recognition on website with 100 word written statement
- Company logo displayed at Parade
- Association in radio and TV advertisements
- Association and logo presentation on posters and flyers
- Title association with digital advertisements

### ON-SITE EXPOSURE

- One table for 10 guests at the 2025 MLK Scholarship & Award Gala
- Two (2) decorated floats in Parade
- Elite Parade placement in line
- Logo spotlighted on 20 banners (3'x5') along Parade route
- 3 Parade entry fees waived
- Forty-five (45) VIP seating passes for the Parade

### MEDIA/COMMUNITY RELATIONS

- Organization included in press releases
- Association with all H.E.L.P Community Special Events for 2025

## PLATINUM SPONSOR

**\$15,000+**

### EVENT ADVERTISING

- Logo recognition on website with 50 word written statement
- Company logo displayed at Parade
- Association in radio and TV advertisements
- Association and logo presentation on posters and flyers

### ON-SITE EXPOSURE

- One decorated float in Parade
- Priority Parade placement in line-up
- Logo spotlighted on ten banners/posters (3'x5') along Parade route
- Two Parade entry fees waived
- Thirty-five VIP seating passes for the Parade

### MEDIA/COMMUNITY RELATIONS

- Organization included in press releases
- Association with all H.E.L.P Community Special Events for 2025

## GOLD SPONSOR

\$10,000+

### EVENT ADVERTISING

- Logo on website with 50-word statement
- Logo displayed at Parade
- Association in radio and TV ads
- Association and logo on posters and flyers

### ON-SITE EXPOSURE

- One decorated Parade float
- Preferred Parade placement
- Logo on 5 banners/posters (3'x5') along route

### MEDIA/COMMUNITY RELATIONS

- Inclusion in press releases
- Association with all 2025 H.E.L.P Community Special Events

## SILVER SPONSOR

\$5,000+

### EVENT ADVERTISING

- Logo on website with 20-word statement
- Logo displayed at Parade
- Association and logo on posters and flyers

### ON-SITE EXPOSURE

- One Parade entry fee waived
- Fifteen VIP seating passes

## BRONZE SPONSOR

\$2,500+

### EVENT ADVERTISING

- Logo on website with 20-word statement

### ON-SITE EXPOSURE

- One Parade entry fee waived
- Ten VIP seating passes

## HELP SPONSOR

\$1,000+

### EVENT ADVERTISING

- Logo on website

### ON-SITE EXPOSURE

- One Parade entry fee waived
- Five VIP seating passes

## FRIEND SPONSOR

\$500+

### EVENT ADVERTISING

Logo on website

### ON-SITE EXPOSURE

One Parade entry fee waived

# MLK2K25

DALLAS

