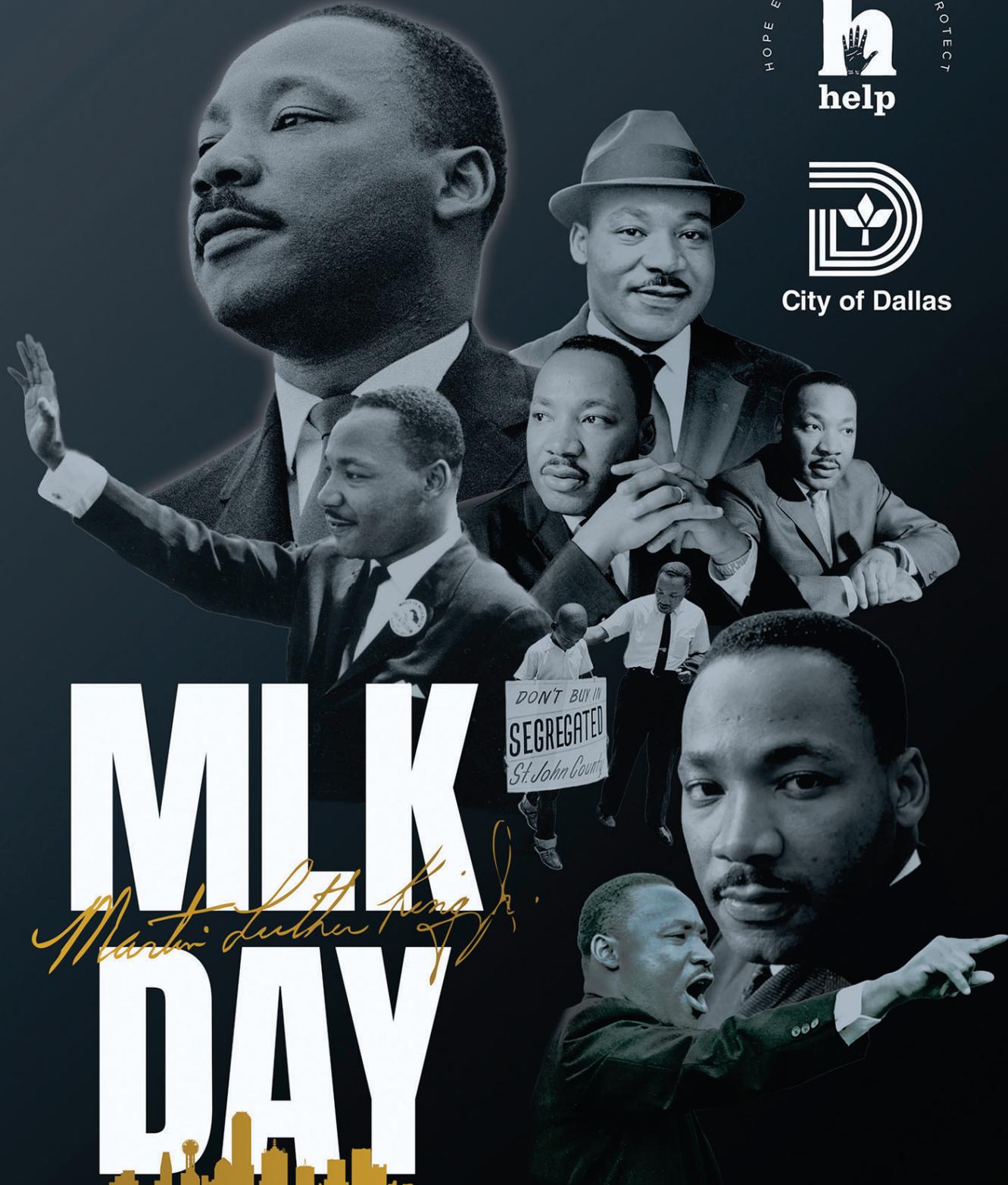




City of Dallas



MLK DAY

Martin Luther King Jr.



PARADE
JANUARY 19, 2026

**SPONSORSHIP
OPPORTUNITIES**



January 17, 2025

To Whom It May Concern,

I am writing to extend my heartfelt appreciation to the Dr. Martin Luther King, Jr. Community Center, the City of Dallas and the Hope. Encourage. Love. Protect. (HELP) Organization for their collective partnership in championing the values my father, Dr. Martin Luther King Jr., held so dearly.

Your commitment to fostering empowerment, unity, and opportunity for underprivileged communities shines through your partnership to administer the annual MLK Day Parade. I am honored to have the opportunity to meet with the youth receiving scholarships as part of the HELP Organization's MLK Parade Scholarship Program, which exemplifies the spirit of service and equality that my father envisioned.

I commend your contributions to the annual Martin Luther King Jr. Parade in Dallas and for your commitment to the Center that bears my father's name. Your work not only honors his legacy, but also reminds us all of the power of collective action in building a just and inclusive society.

It is truly through these types of collaborative partnerships, like the one between the Dr. Martin Luther King, Jr. Community Center, the City of Dallas and the HELP Organization, that we can advance the dream of justice, equality and opportunity for all.

Sincerely,

Martin Luther King III



Dear Future Sponsor,

HOPE ENCOURAGE LOVE PROTECT (HELP) WILL HOST THE CITY OF DALLAS' 44th ANNUAL DR. MARTIN LUTHER KING JR PARADE/MARCH CELEBRATION ON MONDAY JANUARY 19, 2026 BEGINNING AT 10:30 AM CT.

Walking Together in Unity with Purpose — Honoring the Dream, Building the Future

The 2026 City of Dallas MLK Parade embodies the vision of Dr. Martin Luther King, Jr. by uniting diverse voices, organizations, and generations in one common journey. This year's celebration highlights the importance of moving forward collectively—with compassion, justice, and service at the forefront, and showcasing Dallas as a leader in unity and cultural pride. Together, we walk *not only* to remember the dream, but to *live it*, carrying purpose into every step we take as a community.

Join us in the 2026 City of Dallas MLK Parade as we “Walk Together in Unity with Purpose.” This is more than a parade—it's a movement of unity, love, and determination. Step forward with us to honor Dr. King's dream, inspire future generations, and show the world that Dallas stands strong when we walk together.

Sponsorship benefits include meaningful media and onsite exposure, hospitality opportunities, and strong community connections that provide value well beyond the cost of participation. Sponsors will also receive a City of Dallas tax status letter and a 501(c)(3) letter from H.E.L.P. for donation records.

Your generous support will help underwrite the 44th Annual Dr. Martin Luther King Jr. Parade & the H.E.L.P. Scholarship, as well as community outreach programs and services for 2026. Sponsorship details and information about H.E.L.P. and the Martin Luther King Jr. Community Center's cultural events are enclosed. We're also happy to create a customized sponsorship package to meet your marketing, visibility, or community relations goals.

For more information, please visit help-dallas.org or dallasmlkcenter.com. You can also contact me at 469-592-1388 or cbaker@help-dallas.org.

Respectfully,

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

WHY SHOULD YOUR COMPANY OR ORGANIZATION SPONSOR THE MLK DAY PARADE?

ELEVATE YOUR BRAND

Align with the nation's second-largest MLK celebration honoring Dr. King's enduring legacy and values.

DEEPEN COMMUNITY CONNECTIONS

Strengthen brand loyalty through meaningful engagement with a diverse and passionate community.

PARTNER WITH A TRUSTED LEGACY EVENT

Join a long-standing celebration that embodies justice, equality, and unity, reflecting values your organization shares.

MAXIMIZE VISIBILITY

Leverage extensive media coverage, onsite branding, and community outreach to boost awareness of your products and services.

SHOWCASE YOUR VALUES

Reinforce your brand image by demonstrating a commitment to multiculturalism and cultural diversity.

EMPOWER EMPLOYEE INVOLVEMENT

Highlight your organization's community responsibility through volunteerism and service initiatives.

SUPPORT IMPACTFUL PROGRAMS

Contribute to the vital work of H.E.L.P. Dallas and the Martin Luther King, Jr. Community Center, and open doors to future collaborations that make a positive impact in our community, and beyond.





P3 PRE-PARADE PRODUCTION

9:15 AM - 10:00 AM

Bringing the community together with festive entertainment and interactive activities to delight the crowd and VIPs before the parade kicks off.



HOPE ENCOURAGE LOVE PROTECT (H.E.L.P.) is a nonprofit organization in Dallas dedicated to improving the quality of life for those in need. Guided by our founding principles of *hope*, *encouragement*, *love*, and *protection*, we serve our community's most vulnerable populations with compassion and purpose. Through meaningful partnerships and hands-on services, we join forces with local organizations to uplift neighborhoods and help shape a brighter future for our city. H.E.L.P. is proud to partner with the Martin Luther King, Jr. Community Center, joining a legacy of service that uplifts and empowers communities across Dallas.

Located in the heart of South Dallas/Fair Park, the **MARTIN LUTHER KING, JR. COMMUNITY CENTER** is more than a campus—it's a beacon of hope and possibility. Operated by the City of Dallas Office of Community Care & Empowerment, the 10.5 acre center features five buildings, each offering vital programs and resources. Together, these facilities create a one-stop hub of support where citizens can access education, healthcare, childcare, family counseling, and recreational opportunities all in one welcoming place. This unique model brings essential services under one roof, helping families thrive and build stronger futures.

WHAT WE DO

Our programs and services address critical community needs, including:

- **Food pantry services** to combat food insecurity
- **School supplies and uniform** assistance to support academic readiness
- **Distribution of essential hygiene products and toiletries** to support the health and dignity of families in need
- **Health and safety initiatives** including wellness resources and community health screenings
- **Community service opportunities** for high school and college students
- **Veterans disability assistance** and related support services

HOW YOU CAN HELP

Your sponsorship can change lives. In the past, limited resources have forced us to turn people away. With your support, we can say “yes” more often—offering hope, stability, and a path forward for families facing difficult times.

As a sponsor, your company becomes a community champion, showing real commitment to the wellbeing of your neighbors and the future of our city.

We invite you to explore the sponsorship levels in this packet and join us in making a meaningful difference.



SPONSORSHIP LEVELS ^{AND} BENEFITS

DIAMOND SPONSOR - \$25,000 +

EVENT ADVERTISING BENEFITS:

- 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 BENEFITS:

- One table for 10 guests at the 2026 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 — opportunity for maximum exposure of your organization being featured in the parade
- Forty-five (45) VIP seating passes for the Parade— reserved access to the exclusive grandstand seating area for premium parade viewing
- Present the H.E.L.P. MLK Parade Scholarship Award to winning students

PUBLIC RELATIONS BENEFITS:

- Organization included in press releases
- Association with all H.E.L.P Community Special Events for 2026

PLATINUM SPONSOR - \$15,000 +

EVENT ADVERTISING BENEFITS:

- 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 BENEFITS:

- One decorated float in Parade
- Preferred Placement in line-up (First quarter of the parade line-up)
- Logo spotlighted on ten banners/posters (3'x5') along Parade route
- Two Parade entry fees waived— opportunity for maximum exposure of your organization
- Thirty-five VIP seating passes for the Parade

PUBLIC RELATIONS BENEFITS:

- * Organization included in press releases
- * Association with all H.E.L.P Community Special Events for 2026

SPONSORSHIP LEVELS ^{AND} BENEFITS

GOLD SPONSOR - \$10,000 +

EVENT ADVERTISING BENEFITS:

- 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 BENEFITS:

- One decorated float in Parade
- Priority Parade placement in line-up (Position: Early-to-mid parade line-up)
- Logo spotlighted on ten banners/posters (3'x5') along Parade route
- Two Parade entry fees waived— opportunity for maximum exposure of your organization
- Twenty-five VIP seating passes for the Parade

PUBLIC RELATIONS BENEFITS:

- Organization included in press releases
- Association with all H.E.L.P Community Special Events for 2026

SILVER SPONSOR - \$5,000 +

EVENT ADVERTISING BENEFITS:

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

ON-SITE EXPOSURE BENEFITS:

- Priority Placement (mid-line)
- One Parade entry fee waived— opportunity for maximum exposure of your organization
- Fifteen VIP seating passes for the Parade

BRONZE SPONSOR - \$2,500 +

EVENT ADVERTISING BENEFITS:

- Logo recognition on website with 20-word written statement

ON-SITE EXPOSURE BENEFITS:

- One Parade entry fee waived-opportunity for maximum exposure of your organization
- Ten VIP seating passes for the Parade

SPONSORSHIP LEVELS ^{AND} BENEFITS

H.E.L.P. SPONSOR - \$1,000 +

EVENT ADVERTISING BENEFITS:

- Logo recognition on website

ON-SITE EXPOSURE BENEFITS:

- One Parade entry fee waived-opportunity for maximum exposure of your organization
- Five VIP seating passes for the Parade

FRIEND SPONSOR - \$500 +

EVENT ADVERTISING BENEFITS:

- Logo recognition on website

ON-SITE EXPOSURE BENEFITS:

- One Parade entry fee waived-opportunity for maximum exposure of your organization

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 "MLKDallasParade" on the memo line.

We also welcome in-kind donations.
To discuss ways to contribute, please call 469-592-1388. *Thank you.*

**SCAN TO PURCHASE
YOUR SPONSORSHIP
ONLINE OR VISIT
HELP-DALLAS.ORG**



MLK2K26

*Walking Together in Unity
with Purpose—
Honoring the Dream,
Building the Future*

