

2027 CORPORATE PARTNERSHIP OPPORTUNITIES



City of Dallas

MLK
Martin Luther King Jr.
DAY

PARADE

WELCOME TO THE 2027 MLK PARADE.

The City of Dallas' Martin Luther King Jr. Parade is more than an annual celebration—it's a visible expression of unity, service, justice, leadership, and community pride.

Each January, families, businesses, schools, nonprofit organizations, civic leaders, veterans, faith communities, marching bands, and community groups come together to honor the life and legacy of Dr. Martin Luther King Jr.

The 2027 theme, "From Dream to Action - 45 Years Walking the Path of Justice" challenges us to do more than just remember Dr. King's words—it calls us to transform his dream into meaningful action through education, service, leadership, equity, and community investment.

Corporate partners make this work possible. Your support helps H.E.L.P. produce a safe, organized, and high-quality Parade while supporting scholarships, youth leadership, community outreach, and year-round service initiatives.

MONDAY JANUARY 18, 2027

CITY OF DALLAS MARTIN LUTHER KING JR. PARADE

"FROM DREAM TO ACTION - 45 YEARS WALKING THE PATH OF JUSTICE"

The Signature Event of the City of Dallas
Martin Luther King Jr. Celebration

**PRODUCED BY
HOPE ENCOURAGE LOVE PROTECT - H.E.L.P.**



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 bares 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

COMMUNITY IMPACT

MORE THAN A PARADE.
A MOVEMENT. A LEGACY.
A COMMUNITY UNITED.

60,000+
COMMUNITY ATTENDEES

200+
PARADE ENTRIES

45
YEARS OF TRADITION

ONE | OFFICIAL
SIGNATURE EVENT

THOUSANDS INSPIRED
ACROSS DALLAS

The Parade provides corporate partners with an opportunity to connect with a large and diverse audience while demonstrating a visible commitment to Dallas and the values represented by Dr. King's legacy.

PARTNER WITH PURPOSE

**BUILD VISIBILITY. SHOW LEADERSHIP.
CREATE IMPACT.**

BRAND VISIBILITY

Put your brand in front of tens of thousands of people through one of Dallas' most recognized annual community celebrations. Connect with a large, diverse, and highly engaged audience before, during, and beyond the Parade.

COMMUNITY LEADERSHIP

Demonstrate your organization's commitment to service, education, equity, opportunity, and community advancement.

MEANINGFUL ENGAGEMENT

Create opportunities for your organization to connect with Parade attendees, community leaders, families, students, and participating organizations.

LASTING COMMUNITY IMPACT

Support scholarships, youth leadership, community programming, volunteer service, and neighborhood outreach through H.E.L.P.



BEYOND THE PARADE

YOUR PARTNERSHIP EXTENDS BEYOND PARADE DAY.

STUDENT SCHOLARSHIPS

Supporting students as they pursue education, leadership, and future opportunities.

YOUTH LEADERSHIP

Encouraging young people to develop confidence, responsibility, and a commitment to service.

COMMUNITY OUTREACH

Connecting families and neighborhoods with resources, programs, and meaningful community experiences.

VOLUNTEER SERVICE

Mobilizing volunteers to support community events and local service initiatives.

VETERAN SUPPORT

Recognizing and supporting veterans who have served our country and communities.

NEIGHBORHOOD INVESTMENT

Supporting projects and programs that improve the quality of life in Dallas neighborhoods.

YEAR-ROUND PROGRAMMING

Continuing the values of Dr. King's legacy through education, service, leadership, and community engagement throughout the year.



AMPLIFY YOUR REACH

MARKETING + PROMOTIONAL VISIBILITY



CORPORATE PARTNERS MAY RECEIVE RECOGNITION THROUGH A COMBINATION OF:

- Parade website placement
- Parade-route banners
- Posters and promotional flyers
- Digital advertisements
- Social media content
- Radio and television association
- Press releases
- On-site Parade signage
- VIP and grandstand exposure
- Community event recognition

The specific promotional benefits provided will depend on the selected sponsorship level, production schedule, media availability, and the date the sponsorship commitment is finalized.

Sponsors should submit logos, written statements, and other requested materials by the established deadline to receive all available promotional benefits.

PARTNERSHIP LEVELS

CHOOSE YOUR LEVEL OF IMPACT.

PARTNERSHIP

INVESTMENT

FEATURED PARADE BENEFIT

01 / PREMIER LEVEL

PRESENTING PARTNER

\$30,000

FEATURED BENEFIT
Two decorated floats

02

LEGACY PARTNER

\$15,000

FEATURED BENEFIT
One decorated float

03

UNITY PARTNER

\$10,000

FEATURED BENEFIT
Priority early-to-middle
Parade placement

04

**COMMUNITY IMPACT
PARTNER**

\$5,000

FEATURED BENEFIT
Priority mid-line
Parade placement

05

COMMUNITY PARTNER

\$2,500

FEATURED BENEFIT
One Parade entry fee waived

06

SUPPORTING PARTNER

\$1,000

FEATURED BENEFIT
One Parade entry fee waived

CUSTOMIZED PARTNERSHIPS

Partnership benefits may be customized, when available, to align with the sponsor's community engagement and marketing objectives. Customized benefits are subject to approval, availability, production deadlines, and Parade requirements.

PRESENTING PARTNER / \$30,000

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 2027 MLK Scholarship & Award Gala
- Two (2) decorated floats in Parade.
- Elite Parade placement in line.
- Logo spotlighted on 20 banners (3' x 5') 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 2027.



LEGACY PARTNER / \$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' x 5') 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 2027.

UNITY PARTNER / \$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

- Priority Parade placement in line-up (Position: Early-to-mid Parade line-up).
- Logo spotlighted on ten banners/posters (3' x 5') 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 2027.



COMMUNITY IMPACT PARTNER / \$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.

COMMUNITY PARTNER / \$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.

SUPPORTING PARTNER / \$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.

COMPARE ^{THE} BENEFITS

FIND THE RIGHT PARTNERSHIP LEVEL
FOR YOUR GOALS.

BENEFIT WHAT'S INCLUDED	PRESENTING PARTNER	LEGACY PARTNER	UNITY PARTNER	COMMUNITY IMPACT PARTNER	COMMUNITY PARTNER	SUPPORTING PARTNER
INVESTMENT	\$30K	\$15K	\$10K	\$5K	\$2.5K	\$1K
Decorated floats	2	1	—	—	—	—
Route banners	20	10	10	—	—	—
Parade entries waived	3	2	2	1	1	1
VIP seating passes	45	35	25	15	10	5
Website recognition	✓	✓	✓	✓	✓	✓
Posters and flyers	✓	✓	✓	✓	—	—
Radio and TV association	✓	✓	✓	—	—	—
Press-release recognition	✓	✓	✓	—	—	—
Scholarship presentation	★	—	—	—	—	—
Gala table for 10	★	—	—	—	—	—



INCLUDED



EXCLUSIVE

GET INVOLVED

PREPARE. PARTNER. PARTICIPATE.

01 / PARTICIPATE

PARADE PARTICIPATION OPPORTUNITIES

Organizations may participate in the Parade through:

- ◆ Walking groups
- ◆ Vehicles
- ◆ Marching bands
- ◆ Motorcycle clubs
- ◆ Community organizations
- ◆ Corporate teams
- ◆ Decorated floats

PARTICIPATION REQUIREMENTS

All Parade participants must complete the required application process and comply with deadlines, insurance requirements, safety standards, lineup instructions, and official Parade rules.

02 / PARTNER

PARTNERSHIP PROCESS HOW IT WORKS.

01

Select a Partnership Level

Choose the sponsorship level that best supports your organization's visibility, community engagement, and marketing goals.

02

Contact H.E.L.P.

Speak with H.E.L.P. to confirm availability, benefits, deadlines, and any requested customization.

03

Complete the Sponsorship Agreement

Submit the required agreement and sponsorship payment.

04

Submit Promotional Materials

Provide the company logo, written statement, advertisements, and other requested materials by the established deadline.

05

Coordinate Parade Participation

H.E.L.P. will provide information concerning applications, Parade entries, lineup placement, VIP seating, and event logistics.

QUESTIONS AND ANSWERS

FREQUENTLY ASKED QUESTIONS AND ANSWERS.

01 **Are Parade entry fees included?**

Yes. The number of waived Parade entry fees depends on the selected sponsorship level.

02 **Does sponsorship guarantee a specific lineup position?**

Sponsors receive the placement benefit associated with their partnership level. Final positions remain subject to safety, logistics, production needs, and official Parade requirements.

03 **Can sponsorship benefits be customized?**

Benefits may be customized when available to better align with a sponsor's community engagement or marketing objectives. Customized benefits must be approved by H.E.L.P.

04 **When must sponsorship materials be submitted?**

Sponsors should provide their logo, company description, written statement, advertisements, and other requested materials by the deadline established by H.E.L.P. Late materials may not be included in printed or scheduled promotions.

05 **Are media appearances guaranteed?**

Radio, television, press, and media benefits depend on media availability, production schedules, editorial decisions, and the date the sponsorship is confirmed.

06 **Are sponsorship payments refundable?**

Sponsorship payments support advance planning, production, marketing, and event expenses. Applicable payment and cancellation terms will be included in the final sponsorship agreement.

07 **WHO SHOULD WE CONTACT WITH QUESTIONS?**

CLINTON BAKER

EXECUTIVE DIRECTOR, H.E.L.P. DALLAS

PHONE

469-592-1388

EMAIL

cbaker@help-dallas.org

BECOME A 2027 MLK PARADE CORPORATE PARTNER

LET'S BUILD SOMETHING TOGETHER.

Your organization can help transform Dr. King's dream into meaningful action through education, service, leadership, and community investment.

PARTNERSHIP WITH PURPOSE

**WE DO NOT SIMPLY SEEK SPONSORS —
WE BUILD LASTING PARTNERSHIPS
THAT STRENGTHEN OUR COMMUNITY
WHILE HONORING THE LEGACY OF
DR. MARTIN LUTHER KING JR.**

YOUR PARTNERSHIP CONTACT

CLINTON BAKER

EXECUTIVE DIRECTOR

Hope Encourage Love Protect — H.E.L.P.

PHONE

469-592-1388

EMAIL

cbaker@help-dallas.org

WEBSITE

help-dallas.org

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