

A black and white portrait of Dr. Martin Luther King Jr. looking upwards and slightly to the right. He is wearing a dark suit jacket over a light-colored shirt and a dark tie. The background is a soft, out-of-focus grey.

MLK

DAYTONA BEACH

Empowering our Youth to Move Forward

If you can't fly, run; if you can't run, walk; if you
can't walk, crawl; but by all means keep moving."

Dr. Martin Luther King Jr.

JANUARY 12-20, 2020

Dear Friend,

My name is Kim Brown-Crawford, Kelvin Mayner and I are excited to serve as the Co-Chairs of the 2020 Martin Luther King Jr. Events, that will be held in Daytona Beach. We want to first of all thank you for your continued service as a valuable community member of Volusia County. Please accept this as a personal invitation to join us as we celebrate and honor Dr. King's legacy at our 2020 Events. The theme for our 2020 celebration of the life and legacy of the late Rev. Dr. Martin Luther King Jr. is...

“Empowering Our Youth to Move Forward”

Our primary mission is to inspire our youth to pursue higher education and honor the memory of the Rev. Dr. King. For this reason, we host educational and community events and complete service projects. **Once again we seek your generous sponsorship and tangible support to allow deserving graduating seniors from across Volusia County to receive a financial boost as they enter their first year of college.** We also hope to expand and include providing financial support to students beyond their freshman year.

Of course, we cannot accomplish anything without you!

Please consider committing to one of our Sponsorship Levels. As a Signature, or Gold level sponsor you will have the opportunity to impact the future of the awardee to whom you will be invited to present a scholarship in the name of your business. In addition, you will receive printed and spoken recognitions related to this occasion and any of the quarterly events and programs we anticipate hosting in 2020 as we seek to impact the entire Halifax Area/Greater Volusia County community in the tradition of Rev. King and the goals he sacrificed his life to achieve.

Can we count on you to help make 2020 another banner year as, together, we honor, educate and celebrate?

Please feel free to contact me at (386) 451-1108 or Kelvin Mayner at (386) 837-7555, for additional information.

In service to our Community,

Kim Brown-Crawford
2020 Co-Chair

Kelvin Mayner

Kelvin Mayner
2020 Co-Chair

ALL SCHOLARSHIP CONTRIBUTIONS ARE TAX DEDUCTIBLE
Martin Luther King, Jr. Celebration for Florida, Inc. (a 501(c)(3) organization).

SPONSOR LEVELS

SIGNATURE SPONSORSHIP LEVEL \$10,000

- Four (4) Scholarships named for sponsor and presented by you to the recipient.
- Two(2) Front Row Signature Event Tables.
- Logo Embossed on the Signature program inside Front Cover.
- Comments during all events and all event Name recognition.
- Logo Listed on all marketing material.
- Logo information highlighted on A/V Screen during Signature Event.

GOLD SPONSORSHIP LEVEL \$5,000

- Two (2) Scholarships named for sponsor and presented by you to the recipient.
- One (1) Front Row Signature Event Table.
- Logo Embossed on the Signature program.
- Logo Listed on all marketing material.
- logo information highlighted on A/V Screen during Signature Event.

SILVER SPONSORSHIP LEVEL \$3,000

- One (1) Signature Event Table.
- Logo Embossed on the Signature program.
- Logo Listed on all marketing material.
- Logo information highlighted on A/V Screen during Signature Event.

BRONZE SPONSORSHIP LEVEL \$2,000

- Four (4) Premium Guest Tickets.
- Logo Embossed on the Signature program.
- Logo Listed on select marketing material.
- Logo information highlighted on A/V Screen during Signature Event.

EMPOWERING YOUTH SPONSOR \$1,000

- Two (2) Premium Guest Tickets.
- Listed on select marketing material.
- Logo information highlighted on A/V Screen during Signature Event.

I HAVE A DREAM SPONSOR \$700

- One (1) Reserved Table.

PROGRAM BOOK ADS

Full page ad \$100

Half-page ad \$50

Please email camera-ready artwork to info@mlkdaytonabeach.org.



EVENTS

SUNDAY, JANUARY 12, 2020 | 4PM

GOSPEL EXPLOSION

Our Lady of Lourdes
1014 Halifax Avenue
Daytona Beach, FL 32118
Admission: FREE

THURSDAY, JANUARY 16, 2020 | 7PM

BANQUET

Hard Rock Hotel Daytona Beach
918 N. Atlantic Avenue Daytona Beach, FL
General Admission - \$60.00
Reserved Table of 10 - \$700.00

SUNDAY, JANUARY 19, 2020 | 4PM

7 WORDS OF THE KING

Master's Domain Church of God In Christ
511 Fremont Avenue,
Daytona Beach, FL 32114
Admission: FREE

MONDAY, JANUARY 20, 2020 | 8:30AM

BREAKFAST

Allen Chapel AME Church
580 George W. Engram Blvd.
Daytona Beach, FL 32114
Admission: FREE

MONDAY, JANUARY 20, 2020 | 10AM

MARCH/PARADE

Starts at Allen Chapel AME Church
580 George W. Engram Blvd.
Daytona Beach, FL 32114

MONDAY, JANUARY 20, 2020 | 11:00AM-3PM

MLK COMMUNITY FESTIVAL

Daisy Stocking Park
550 Mary McLeod Bethune Blvd
Daytona Beach, FL 32114
Admission: FREE

2020 COMMITTEE

Kim Brown-Crawford - 2020 Co-Chair

Kelvin Mayner - 2020 Co-Chair

Nathan Mugal - President

Daisy Grimes - Vice-President/Program Chair

Betty Ivey - Media Marketing Chair - 386-299-1381

Gina Stafford - Scholarship Chair - 386-316-5017

Eretta Morris - Gospel Explosion Chair - 386-235-9920

Brian Rothwell - Finance/Scholarship - 386-527-3097

Gloria Robinson - Service Projects/Scholarships

Tony Servance - Community Events - 386-547-1715

Danny Fuqua - Service Projects/Community Events - 386-566-8914

Yvette Hill - Service Projects/Media Marketing - 386-212-0068

Pastor Derrick Harris - 7 Words from the King - 386-846-8475

CONTACT

Martin Luther King, Jr. Celebration for Florida, Inc.

Post Office Box 11453

Daytona Beach, Florida 32120

For more information, contact

Kim Brown-Crawford at info@mlkdaytonabeach.org or 386.451.1108