



## 2024 Martin Luther King Jr. Celebration

October 1, 2024

Dear Community Stakeholder,

The Martin Luther King Jr. Foundation of St. Joseph County in conjunction with Project Impact, South Bend Heritage, and the Civil Rights Heritage Center are excited to announce the upcoming Dr. Martin Luther King Jr. Community Service Recognition Breakfast and Day of Celebration.

The 38th Annual Celebration will take place on Monday, January 15, 2024. Activities are held throughout the day beginning with the Annual Community Service Breakfast at 7:30 a.m. at the South Bend Century Center. The celebration continues with special programs, workshops, the Traditional Memorial March and Youth Program.

Each year the celebration brings thousands of participants to downtown South Bend to honor the legacy of Dr. King. The celebration is funded through charitable donations from businesses, organizations, and individuals who volunteer both their time and resources to support unity and solidarity among community leaders and residents. The annual Drum Major for Community Service awards will be presented by the City of South Bend and the City of Mishawaka at the Community Service Breakfast.

Your support is essential in making this year's program a success. We are asking for your sponsorship to help us celebrate the legacy of Dr. King here in our community. A Sponsorship Brochure and reservation form are enclosed. Questions or additional information requests can be directed to Jessica Kitchens at [jessicavkitchens@gmail.com](mailto:jessicavkitchens@gmail.com) or Gladys Muhammad at 574-280-7092 (please leave a message).

We thank you in advance for your continued support of this special community celebration.

Sincerely,

Gladys Muhammad  
President, MLK Foundation of St. Joseph County

Hardie Blake Jr  
CEO, Project Impact

With support from:



January 15, 2024

**THE KING HOLIDAY:  
A DAY TO .....**

A DAY to celebrate the life and dream  
of Martin Luther King, Jr.

A DAY to reaffirm the American ideals  
of freedom, justice and opportunity for all.

A DAY to love not hate, for understanding not anger, for peace not  
war.

A DAY for family to share together, to reach out to relatives and  
friends, and to mend broken relationships.

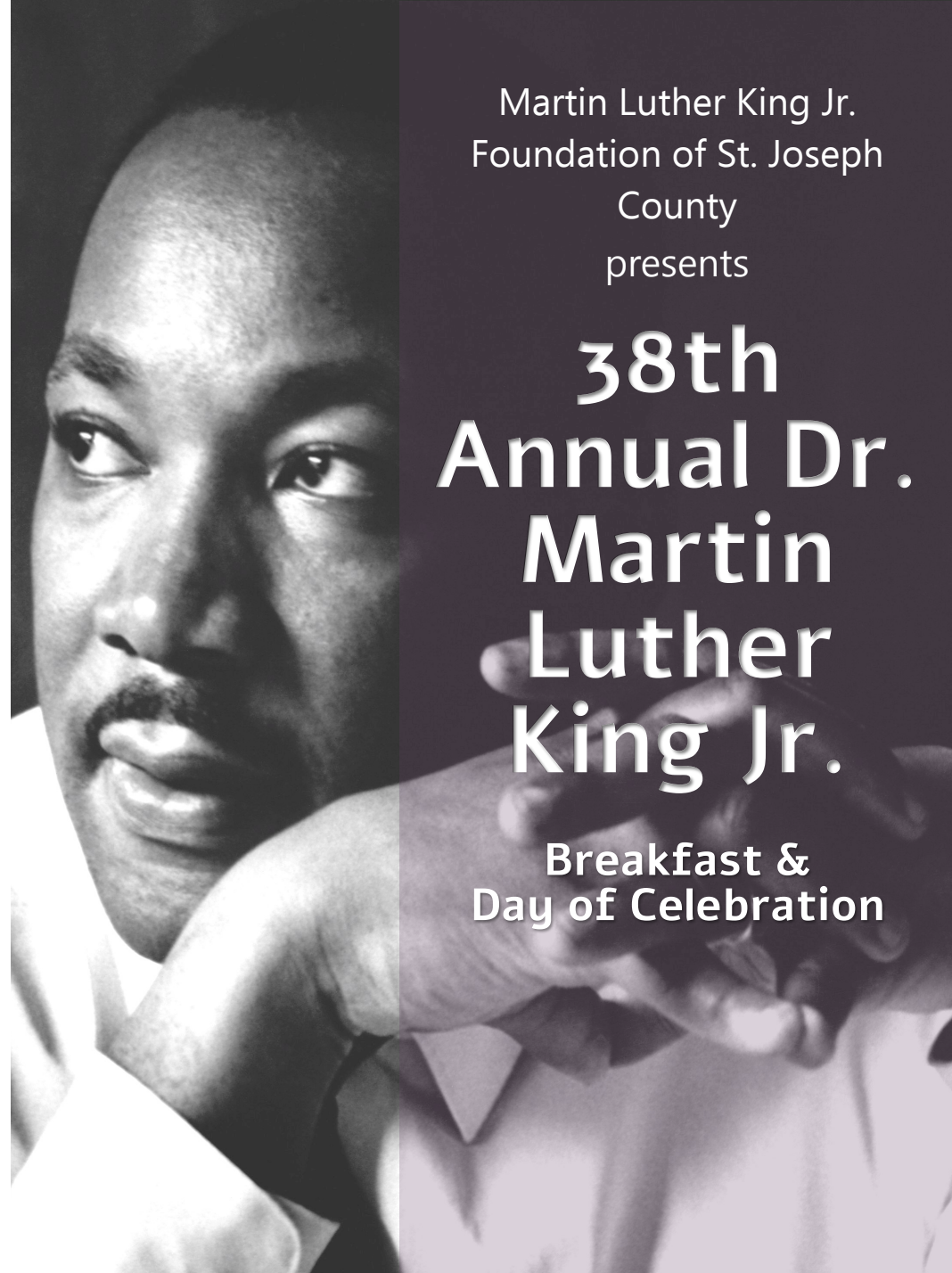
A DAY when the community rids itself of the barriers that divide it and  
comes together as one.

A DAY when people of all races, religions, classes and stations in life  
put aside their differences and join in a spirit of togetherness.

A DAY for our Nation to pay tribute to Martin Luther King, Jr., who  
wakened in us the best qualities of the American spirit.

A DAY for nations of the world to cease all violent actions, seek  
nonviolent solutions and demonstrate that peace is not just a dream  
but a real possibility, if only for one day.

If for only ONE DAY, each of us serves as a “drum major for justice and  
peace,” then we bring to life the inspiring vision of freedom of which  
Martin Luther King, Jr., dreamed.



Martin Luther King Jr.  
Foundation of St. Joseph  
County  
presents

**38th  
Annual Dr.  
Martin  
Luther  
King Jr.**

**Breakfast &  
Day of Celebration**

# MARTIN LUTHER KING JR.— DAY OF CELEBRATION

## SCHEDULE OF EVENTS

7:30 a.m.—9:00 a.m. DR. MARTIN LUTHER KING JR.  
COMMUNITY SERVICE RECOGNITION BREAKFAST  
Century Center / Convention Hall A and B

9:00 a.m.—4:00 p.m. EXHIBITS/VENDORS  
Century Center / Great Hall

9:30 a.m.—11:30 a.m. MORNING WORKSHOPS

11:30 a.m.—1:30 p.m. TRADITIONAL MEMORIAL MARCH TO  
CENTURY CENTER  
County City Building / Lobby—South Bend

1:30 p.m.—3:00 p.m. AFTERNOON WORKSHOPS

3:00 p.m.—5:00 p.m. YOUTH CULTURAL PROGRAM  
2024 YOUTH COMMUNITY SERVICE AWARDS

*The function of education is to teach one to think intensively and to think critically. Intelligence plus character - that is the goal of true education.*  
-Martin Luther King, Jr.

## *Celebration Sponsorship Opportunities*

We hope that you will show your support by deciding to become a sponsor of this important community event. Sponsors will receive:

### **GOLD \$4,000**

- A back cover, or inside cover ad in the program book
  - Two complimentary breakfast tables seating 8
- Pre-event publicity and logo on printed materials website, & facebook promotions
- Opportunity to distribute materials at MLK Breakfast
  - Featured ad on website
- Sponsors signs at workshops and events throughout the day

### **SILVER \$3,000**

- Full page ad in the program booklet
  - Two complimentary breakfast tables seating 8
- Pre-event publicity and logo on printed material and website promotions
  - Sponsor signs at workshops and events throughout the day

### **BRONZE \$2,000**

- Half page ad in program
  - One complimentary breakfast table seating 8
- Logo on printed materials and ads, mention of support at all events and workshops throughout the day

### **PATRON \$1,000**

- Quarter page ad in program
  - Four complimentary breakfast tickets
- Pre-event publicity and logo on printed materials

### **Very Important!**

Please make check for breakfast tickets, souvenir book advertising and sponsorships payable to Project Impact.

Project Impact  
55501 Moss Road  
South Bend, In 46628

**Mark your calendars for Monday, January 15, 2024**  
For more information, contact Jessica Kitchens at 574-229-4302 or [jessicavkitchens@gmail.com](mailto:jessicavkitchens@gmail.com)

# 38th Annual Martin Luther King Jr. Celebration Monday, January 15, 2024

## Sponsorship, Breakfast Tickets and Ad Registration Information

### BREAKFAST AND DAY CELEBRATION SPONSORSHIP

YOUR NAME \_\_\_\_\_ COMPANY/ORGANIZATION \_\_\_\_\_  
ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_  
PHONE \_\_\_\_\_ FAX \_\_\_\_\_ E-MAIL \_\_\_\_\_

Yes, we would like to support this important community event by sponsoring the 2024 MLK Celebration in the amount of \$ \_\_\_\_\_. (Please see flyer for Sponsorship Levels and corresponding ad and ticket information.)

**ONLY fill out the breakfast registration below if you would like to purchase additional tickets (more than what is included in sponsorship). Please see Ad information below regarding submission of complimentary Ad for program booklet.**

### BREAKFAST TICKET REGISTRATION (additional tickets)

*Cost of the Breakfast is \$25.00 per person, or \$200.00 for a table seating eight. (See sponsorship levels for number of complimentary tickets you will receive with your breakfast sponsorship). Please fill out the information below if you would like to purchase additional tickets or if you would like to only purchase tickets and not a sponsorship. Tickets must be purchased by **January 8, 2024** and will not be sold at the door.*

YOUR NAME \_\_\_\_\_ COMPANY/ORGANIZATION \_\_\_\_\_  
ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_  
PHONE \_\_\_\_\_ FAX \_\_\_\_\_ E-MAIL \_\_\_\_\_

Enclosed is payment for \_\_\_\_\_ tickets, or \_\_\_\_\_ table (s) in the amount of \$ \_\_\_\_\_.

\* Tickets will also be available for purchase online [Eventbrite.com](https://www.eventbrite.com)

### PROGRAM SOUVENIR BOOKLET ADVERTISING

(Please see Sponsorship Booklet for information on complimentary Ad with Sponsorship.)

**Full Page:** Size 8" x 10" \$500

**Half Page:** Size 7.5" x 4.5" \$300

**Quarter Page:** Size 3.75" x 5" \$200

**Please fill out information below if you would only like to purchase an ad.**

YOUR NAME \_\_\_\_\_ COMPANY/ORGANIZATION \_\_\_\_\_  
ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_  
PHONE \_\_\_\_\_ FAX \_\_\_\_\_ E-MAIL \_\_\_\_\_

Enclosed is payment for \_\_\_\_\_ Page Ad in the amount of \$ \_\_\_\_\_.

All advertisements must be provided electronically in PNG, JPEG or PDF format and fit the size specifications above. Minimum resolution is 300 d.p.i. Please make sure all elements are grayscale or black and white.

**Please submit Ad material no later than December 19, 2023 to: [jessicavkitchens@gmail.com](mailto:jessicavkitchens@gmail.com) 574-229-4302**

**Thank you for your support.**

**Please make all checks payable to Project Impact and  
mail checks and completed form to**

**Project Impact Attn: MLK Breakfast 55501 Moss Road South Bend, 46628**