



2020 MLK DAY CELEBRATION OF SERVICE



HANDS ON ATL

Do Something Good

HIGHLIGHTS FROM 2019 MLK DAY

Hands On Atlanta celebrates the Anniversary of the King Holiday every year, uniting Atlanta in service. The celebration of Dr. King's legacy kicks off each year with the annual Signature Sunday Supper, sparking individually hosted Civic Dinners across the city - to break bread and barriers around economic inequality. The following day some of Atlanta's largest companies come together for the day of service, volunteering at nonprofits and schools across metro Atlanta.



250+ Community Leaders
Gathered at the Signature
Sunday Supper



35 Civic Dinners were held
across metro ATL, discussing
economic inequality



Close to **2,000 changemakers**
volunteered at **30 nonprofits**
and schools serving over **5,000**
volunteer hours

2020 SIGNATURE SUNDAY SUPPER

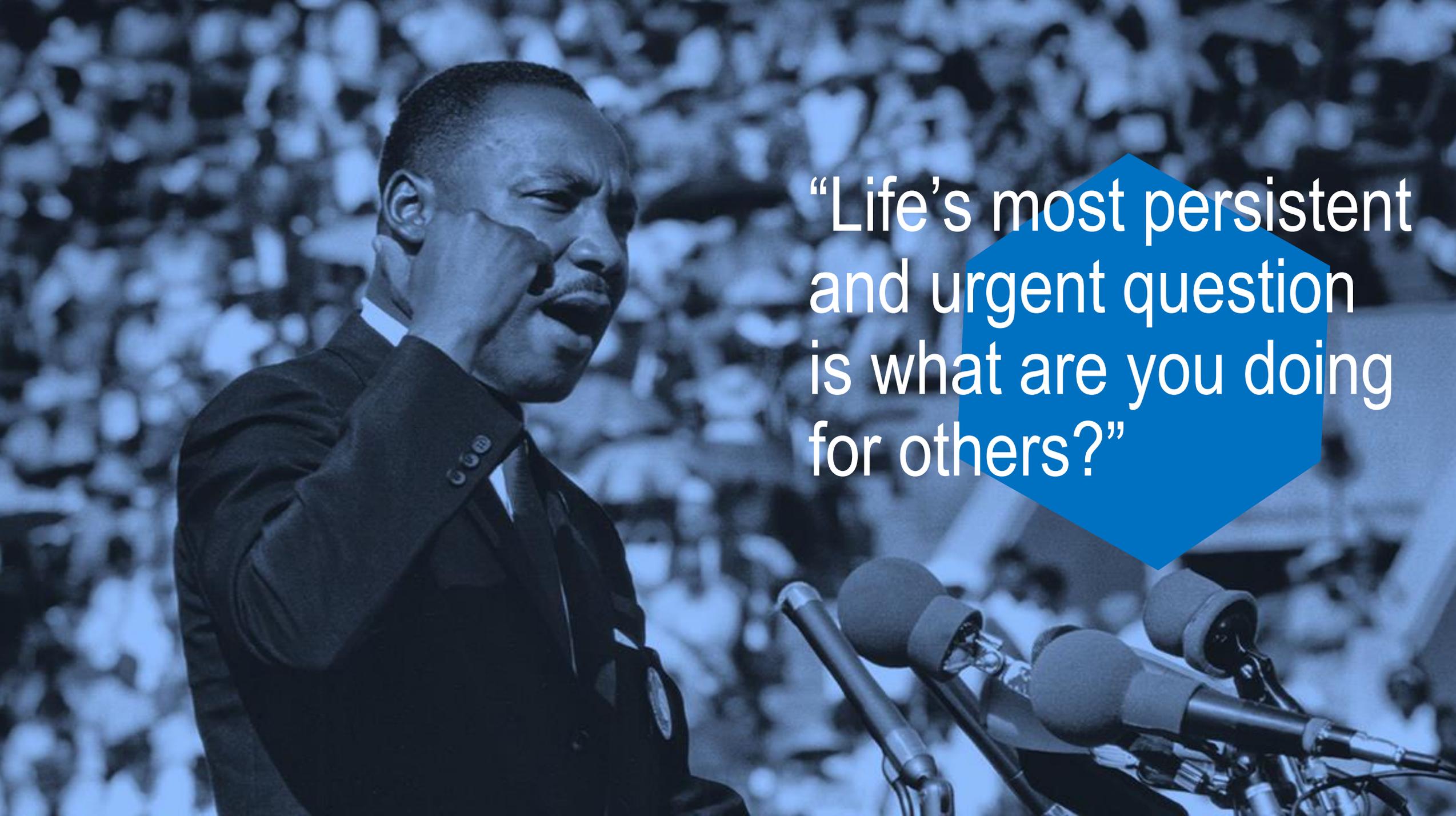


On Sunday, January 19, we'll convene 200 corporate and community leaders for an engaging evening for an intimate look at the role of women in social justice as we celebrate the 100th anniversary of the 19th Amendment.

Guests will enjoy dinner, a panel discussions from civil rights leaders and leave equipped to host their own Civic Dinner to continue this important conversation.

In Partnership with





“Life’s most persistent and urgent question is what are you doing for others?”

2020 MLK DAY OF SERVICE

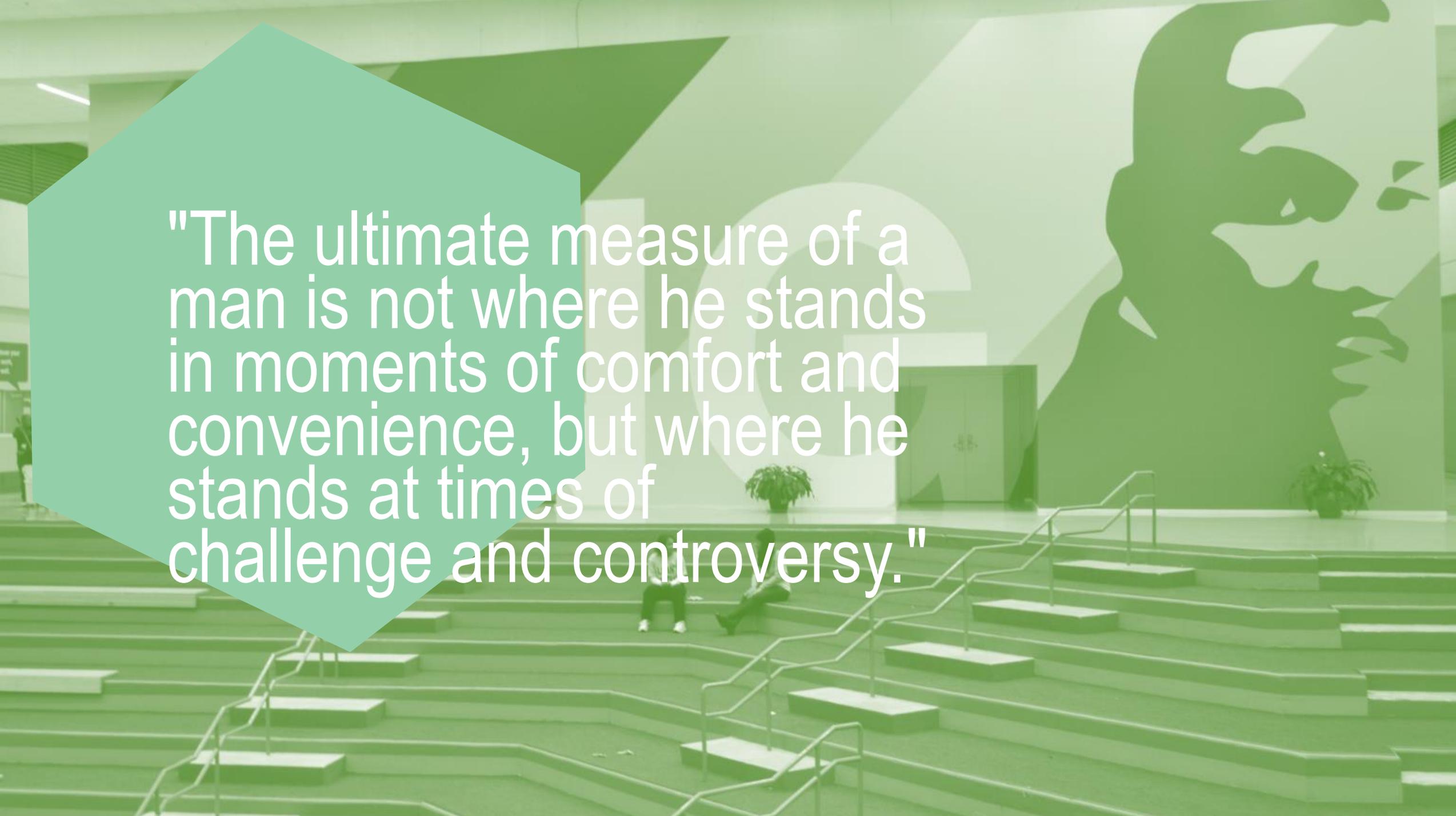


On Monday, January 20, in partnership with the King Center, we will mobilize 1,500 volunteers at 25 nonprofits and schools throughout metro Atlanta.

We're inviting Atlanta's corporate community to celebrate and continue Dr. King's legacy through service.

In Partnership with



A green-tinted photograph of a modern building interior. In the background, a large mural of a man's face, possibly a historical figure, is visible on the wall. The foreground features a wide, multi-level staircase with metal railings. Two people are sitting on the steps. The overall scene is brightly lit and has a clean, architectural feel.

"The ultimate measure of a man is not where he stands in moments of comfort and convenience, but where he stands at times of challenge and controversy."

SPONSORSHIP OPPORTUNITIES



The Coca-Cola team at the Signature Sunday Supper.

PRESENTING SPONSOR

\$50,000

Have your cake and eat it too, as the Hands On Atlanta MLK Day Celebration of Service *Presenting Sponsor*. You'll engage your employees in a fun and impactful volunteer experience, (on one of Atlanta's largest days of service) enjoy the conversation at the Signature Sunday Supper, and provide your company the lift and exposure as a leader in supporting corporate diversity and inclusion.

WHAT YOU GET

- Advanced project selection for up to 200 volunteers
- 10 Tickets to Signature Sunday Supper
- Speaking Engagement at Signature Sunday Supper
- Full page ad in the Signature Sunday Supper Program
- Media/VIP outreach, Blog post on The Citizen
- Breakfast provided for volunteers
- Logo on MLK Day 2020 apparel
- Promotional and day of project posts across social media (Facebook, Twitter, LinkedIn)
- Logo placement on-site, marketing materials, and emails

CHANGEMAKER SPONSOR

\$25,000

Go big and show your team, your partners, and your customers that your company is a Changemaker. As a *Changemaker Sponsor*, you'll enjoy all the perks our package has to offer, activating your team in service, being a part of the Signature Sunday Supper conversation, and a healthy boost of exposure.

WHAT YOU GET

- Advanced project selection for up to 150 volunteers
- 8 Tickets to Signature Sunday Supper
- Media/VIP outreach, Blog post on The Citizen
- Full page ad in the Signature Sunday Supper Program
- Breakfast provided for volunteers
- Logo on MLK Day 2020 apparel
- Promotional posts across social media (Facebook, Twitter, LinkedIn)

LEADER SPONSOR

\$15,000

Your company is an industry leader, and as a *Leader Sponsor* for the Hands On Atlanta MLK Day Celebration of Service, you can take your team and it's impact to the next level. You'll be able to participate in the meaningful Signature Sunday Supper conversations, and continue the impact by volunteering with your team.

WHAT YOU GET

- Advanced project selection for up to 100 volunteers
- 4 Tickets to Signature Sunday Supper
- Logo on MLK Day 2020 apparel
- ½ pg ad in the Signature Sunday Supper Program
- Promotional posts across social media (Facebook, Twitter, LinkedIn)

VISIONARY SPONSOR

\$10,000

Dr. King had the vision to see the possibilities of what could happen when we unite in service. As a *Visionary Sponsor*, it doesn't matter how big or small your company is, you'll still be able to create a lasting impact for generations to come, while helping to address some of Atlanta's toughest challenges.

WHAT YOU GET

- Advanced project selection for up to 50 volunteers
- 2 Tickets to Signature Sunday Supper
- Name on MLK Day 2020 apparel
- Promotional posts across social media (Facebook, Twitter, LinkedIn)

ADVOCATE SPONSOR

\$5,000

Rally your team for a fun and engaging morning of volunteering as an *Advocate Sponsor* of the Hands On Atlanta MLK Day Celebration of Service. You'll join companies of all sizes working across metro Atlanta to "Take the Day On."

WHAT YOU GET

- Advanced project selection for up to 25 volunteers
- Name on MLK Day 2020 apparel

SUNDAY SUPPER SPONSORSHIPS

Our MLK Sunday Supper is a signature part of the weekend to honor Dr. King's legacy, where nearly 250 people gather for a dinner conversation about race and social justice. Sponsor one of our guest speakers or attend this special celebration to provide your company the lift and exposure as a leader in supporting corporate diversity and inclusion.

WHAT YOU GET

- Table at Signature Sunday Supper - \$2,500
- Speaker Sponsor - \$2,000
 - *Includes 2 tickets to the Sunday Supper*
 - *Includes ½ page ad in the Sunday Supper Program*
- VIP Tour Sponsor prior to the Sunday Supper - \$2,000
 - *Includes 2 tickets to the Sunday Supper and VIP Tour at The National Center for Civil and Human Rights, prior to the Supper program*
 - *Includes ½ page ad in the Sunday Supper Program*
- Beverage Sponsor - \$1,000
 - *Includes ½ page ad in the Sunday Supper Program*
- Full page ad in the Sunday Supper Program - \$1,000
- ½ page ad in the Sunday Supper Program - \$500
- Product Placement at Sunday Supper - \$500

A LA CARTE SPONSORSHIP OPTIONS

WHAT YOU GET

Want to order off menu? We like your style. Here are a few a la carte options for you take advantage of or to add to any of the existing packages. Host a project on the MLK Day of Service, go big around a MLK Marketing Package and more.

Looking for other ala carte options? Let us know, we'd love to customize something for you.

- Host a project for 25 volunteers - \$2,500
- Name on MLK Day 2020 apparel - \$2,000
- Sponsor project for 10 community volunteers - \$1,000
- MLK Marketing Package - \$1,000
 - Sponsored blog post on The Citizen
 - Guest on The Weekly High 5 Podcast
 - Social Media Mentions
 - Feature in the Weekly High Five Newsletter

READY TO GET INVOLVED?



REACH OUT

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Learn more at:
www.handsonatlanta.org/mlk



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