



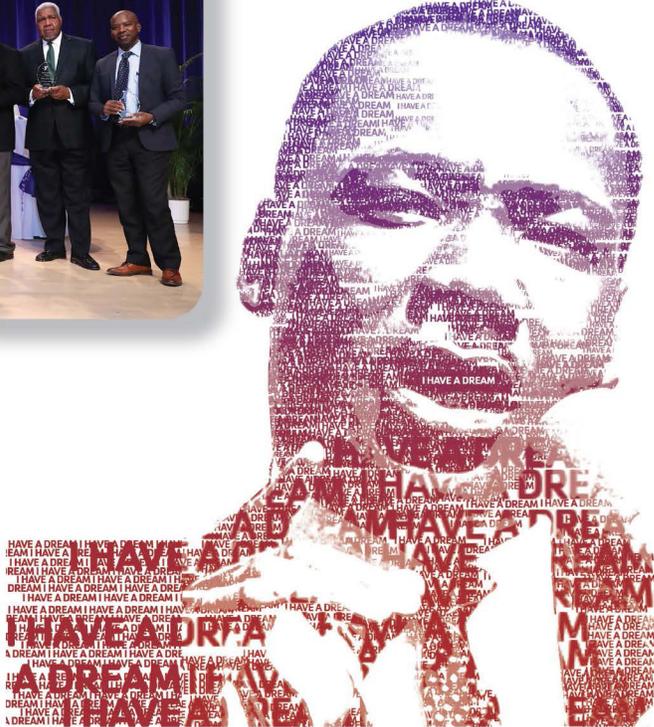


# SPIRIT OF SERVICE

Dr. Martin Luther King, Jr. once said:

**“An individual has not started living until he can rise above the narrow confines of his individualistic concerns to the broader concerns of all humanity.”**

The McCrorey YMCA honors Dr. King’s legacy every day, taking an active role in strengthening our community and giving kids, teens and adults the opportunity to build brighter futures through healthy mind, body and spirit.









# 29<sup>TH</sup> ANNUAL McCROREY YMCA MLK HOLIDAY CELEBRATION



Since its inception in 1993, our annual breakfast has honored the legacy of the Reverend Martin Luther King Jr. In 2023, we are excited to return to an in-person breakfast event after celebrating together virtually in 2021 and 2022, due to the COVID-19 pandemic. Your investment in this event provides youth and adults in Charlotte's Northwest Corridor access to life-changing YMCA programming that nurtures the development of children, improves academic outcomes for youth, and promotes health and well-being for all.

**EVENT LOCATION:** CROWN BALLROOM | 400 EAST MLK BLVD **EVENT DATE:** MONDAY, JANUARY 16, 2023 8:00 AM

## SPONSORSHIP LEVELS

### PRESENTING SPONSOR \$25,000

- Premiere Seating – 3 tables of 10
- Recognition during event on presentation screens (logo)
- Table signage recognition (logo)
- Digital donor recognition at McCrorey YMCA (logo)
- Recognition on McCrorey YMCA website and event registration (logo)
- Recognition on Facebook and LinkedIn
- Recognition in the Charlotte Business Journal thanking YMCA Sponsors
- Recognition in email communication
- Opportunity for company representative to speak during event (three minutes)

### RESPONSIBILITY SPONSOR \$15,000

- Premiere Seating – 2 tables of 10
- Recognition during event on presentation screens (logo)
- Table signage recognition (logo)
- Digital donor recognition at McCrorey YMCA (logo)
- Recognition on McCrorey YMCA website and event registration (logo)
- Recognition on Facebook and LinkedIn
- Recognition in the Charlotte Business Journal thanking YMCA Sponsors
- Opportunity for company representative to speak during event (two minutes)

### DREAM SPONSOR \$10,000

- Premiere Seating – 2 tables of 10
- Recognition during event on presentation screens (logo)
- Table signage recognition (logo)
- Digital donor recognition at McCrorey YMCA (logo)
- Recognition on Facebook and LinkedIn
- Recognition in the Charlotte Business Journal thanking YMCA Sponsors

The deadline to be included as an event sponsor is December 9, 2022. In order to fulfill benefits with logo usage, sponsors are required to submit a hi-resolution logo in EPS format. If the sponsor does not supply a high-quality logo by December 9, 2022, the company name will be used instead.

Please indicate the sponsor level at which you or your company would like to participate.

- PRESENTING SPONSOR \$25,000**     **RESPONSIBILITY SPONSOR \$15,000**     **DREAM SPONSOR \$10,000**  
 **CARING SPONSOR \$5,000**     **RESPECT SPONSOR \$2,500**     **FAITH SPONSOR \$1,500**  
 **HONESTY SPONSOR \$750**     **COMMUNITY TABLE SPONSOR \$2,500**     **OTHER \$ \_\_\_\_\_**

Contact Person \_\_\_\_\_

Organization or Business Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Mail to: **McCROREY YMCA MLK HOLIDAY BREAKFAST**

3801 Beatties Ford Road | Charlotte, NC 28216 | Attn: Debbie Smith | Phone: 704 716 6513 | [debbie.smith@ymcacharlotte.org](mailto:debbie.smith@ymcacharlotte.org)

Make check payable to **McCROREY YMCA**

#### CARING SPONSOR \$5,000

- Premiere Seating – 2 tables of 10
- Recognition during event on presentation screens (logo)
- Table signage recognition (logo)
- Digital donor recognition at McCrorey YMCA (logo)
- Recognition in the Charlotte Business Journal thanking YMCA Sponsors

#### RESPECT SPONSOR \$2,500

- Seating – 1 table of 10
- Recognition during event on presentation screens (name)
- Table signage recognition (name)
- Digital donor recognition at McCrorey YMCA (name)

#### COMMUNITY TABLE SPONSOR - \$2,500

Donated tables provide 10 complimentary tickets for youth who would otherwise be unable to attend the MLK Holiday Breakfast. Community Table Sponsors receive RESPECT level benefits.

- Seating – 1 table of 10
- Recognition during event on presentation screens (name)
- Digital donor recognition at McCrorey YMCA (name)
- Table signage recognition (name)
- Recognition on McCrorey YMCA website and event registration

#### FAITH SPONSOR \$1,500

- Seating – 1 table of 10
- Recognition during event on presentation screens (name)
- Table signage recognition (name)

#### HONESTY SPONSOR \$750

- Reserved seating for 5
- Recognition during event on presentation screens (name)

If you would like to donate your unused tickets/seats, please contact us to distribute them to community members who would otherwise be unable to attend. For more information, visit [ymcacharlotte.org/MLK](http://ymcacharlotte.org/MLK)

