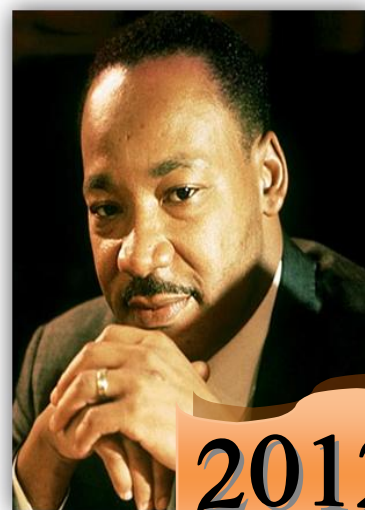


Dr. Martin Luther King, Jr. Parade Tampa, Florida



2012

The Parade Committee, cordially invites your organization to participate in the 22nd Annual Dr. Martin Luther King, Jr. parade; **Monday, January 16, 2012**. The Tampa, Florida parade continues to grow and improve in quality and content since its inception. The parade will again move down the east Tampa route on Dr. Martin Luther King, Jr. Boulevard. Participating in this event is not only great fun but it also provides you with an excellent way to promote your organization.

The Hillsborough County/City of Tampa Employees, Dr. Martin Luther King, Jr. Memorial Scholarship Fund, Inc. and the Parade Committee are excited and pleased to present the 22nd annual Dr. Martin Luther King, Jr. Parade; **Monday, January 16, 2012 Tampa, Florida**. The scholarship fund is a nonprofit 501C 3 organization that has awarded nearly \$990,000 in scholarships to a diverse group of deserving Hillsborough County graduating seniors. The scholarship fund, it's educational, fundraising and event committees are staffed by current and former employees of Hillsborough County and the City of Tampa; positions are unpaid volunteer positions.



MLK Scholarship Recipients

The scholarship fund has accomplished a great deal in the community but there is much to be done. We solicit your help in becoming a sponsor for the parade. The scholarship fund and parade committee look forward to working with your businesses in making the Dr. Martin Luther King, Jr. scholarship fund and parade a success.

Sincerely,

Frank Bell, Jr.
Parade Chair

Cancellations: For safety of participants and spectators, if weather or other unforeseen events occur that are out of the control of the parade committee, the Dr. Martin Luther King, Jr. Parade-Tampa, reserves the right to cancel scheduled events or parade. [application fees are none refundable] If cancelled, there are no alternative dates.

Why Sponsor with MLK Parade Tampa

Association -The MLK Parade-Tampa and other celebration events covers a vast audience.

Recognition -Recognize your company as a champion and supporter for diversity and education.

Support - Sponsorships provide an opportunity for your company to showcase support for a cross-cultural platform event.

Scholarships - Sponsorship provides scholarships to local area students.

Branding - As a sponsor, you will have the opportunity to expose your brand to a target market.

Share the Dream - Provides corporations and employees the opportunity to share the dream and vision of Dr. Martin Luther King, Jr.

Sponsorship Investment: \$10,000 Platinum Level

Official recognition as a Platinum Sponsor

Company Logo included on all event-marketing materials, advertising and press releases

Company banner prominently displayed at day parade

Professional Parade Float entry with sponsor banners

Company recognition as sponsor for Band entries and band hospitality tent

Official Recognition in sponsor section of official web site

Sponsorship Investment: \$5,000 Gold Level

Official recognition as a Gold Sponsor

Company Logo included on all event-marketing materials, advertising and press releases

Company banner prominently displayed at day parade

Complimentary entry into the MLK Parade

Company recognition as sponsor at band hospitality tent

Official Recognition in sponsor section of official web site

Sponsorship Investment: \$2,500 Silver Level

Official recognition as a Silver Sponsor

Company Logo included on all event-marketing materials, advertising and press releases

Company banner prominently displayed at day parade

Complimentary entry into the MLK Parade

Official Recognition in sponsor section of official web site

Sponsorship Investment: \$1,500 Bronze Level

Official recognition as a Bronze Sponsor

Company Logo included on all event-marketing materials, advertising and press releases

Complimentary entry into the MLK Parade

Official Recognition in sponsor section of official web site

Sponsorship Payment Information

Please make all sponsorship check(s) payable to the **MLK Parade-Tampa, Inc.** Check(s) should be mailed to the address listed below: