

Martin Luther King, Jr. Annual Day of Service

Make it a day on, not a day off



MLK Jr. Day of Service is a powerful day of activism and reflection. Each year volunteers across the nation commemorate this day with meaningful service, learning, and remembrance.

ABOUT THE EVENT

On Monday, January 21, 2013 more than 1000 community and corporate volunteers will make MLK Jr. Day a "Day On, Not a Day Off" as they revitalize the campus of a Title I school in Los Angeles. By partnering with a school for this national holiday, students and teachers will have the opportunity to inspire the design of the day as well as participate in workshops and classroom activities prior to and during this event. As a Title I school, 40% or more of students will come from families that are low-income. Because research has shown that children learn better in an environment in which they feel proud and comfortable, this event will include beautification elements like creating murals, painting school buildings and grounds, planting flowers, shrubs and creating an outdoor learning environment. Additionally, the focus of the school that has been selected for this event is math education and so volunteers will be engaging in math-themed projects including the opportunity to participate in an interactive chess training and tournament with the children so that they can build their critical thinking skills.

WHY PARTICIPATE?

Martin Luther King, Jr. federal holiday is a perfect opportunity for Americans to honor Dr. King's legacy through service. The MLK Jr. Day of Service empowers individuals, strengthens communities, bridges barriers, creates solutions to social problems, and moves us closer to Dr. King's vision of a beloved community. Since L.A. Works began organizing events like this day of service more than 20 years ago, hundreds of businesses have participated. Some of the reasons they chose to get involved:

- **Building their brand with the public.** L.A. Works' events draw mass participation from individuals across Los Angeles. Sponsoring gives businesses a way to get their name in front of participants, supporters and the media.
- Building their culture. Sponsoring the day of service reinforces a company's commitment to supporting diversity.
 Bringing together employees to volunteer can help build teamwork, boost morale, and support a culture of service.
- Showing support for literacy and improving lives in local community. Participating in the day of service highlights your commitment to giving back to the community and supporting important youth-focused initiatives.

SUPPORTING THE DAY OF SERVICE

Your financial support to MLK Jr. Day of Service can benefit you, L.A. Works, and the Los Angeles community. Here are some of the benefits available with sponsorship:

- Logo and signage placement at the event.
- Direct marketing opportunities at the event.
- Recognition on the L.A. Works website, press releases, and other MLK Jr. Day of Service promotional materials.

Ready to help make the L.A. Works MLK Jr. Day of Service a success?

See the following Sponsorship Opportunities page, then contact:

Deborah Brutchey, Executive Director | 323-224-6510 | debbie@laworks.com





Sponsorship Opportunities

L.A. Works offers our sponsors a variety of different benefit packages to best meet your unique needs.

Package	Benefits	Price
Platinum Paintbrush	 Exclusive industry sponsorship Speaking opportunity at event Recognition as Presenting Sponsor in all material Usage of L.A. Works logo and name for PR activities Access to L.A. Works' supporters via a customized email Recognition on all search pages in December and January (site has approx. 250,000 views per month) Logo in monthly electronic newsletter with link to destination of choice (over 15,000 monthly recipients) 	\$25,000 includes benefits of all packages plus participation at event for up to 250 volunteers
Golden Gardening Gloves	 Option to host booth and display signage to the event Project selection priority Story in monthly electronic newsletter highlighting your support of the community (over 15,000 monthly recipients) Recognition on homepage from December through January (site has approx. 250,000 views per month) 	\$15,000 includes participation at event for up to 150 volunteers plus Silver and Bronze Benefits
Silver Shovel	 On stage "thank you" and inclusion in media materials Option to display corporate signage at event venue Option to distribute collateral (coupons, flyers, gifts, etc.) to event participants 	\$10,000 includes participation at event for up to 100 volunteers plus Bronze Benefits
Bronze Bucket	 Recognition on homepage in December (site has approx. 250,000 views per month) Logo on event signage Sponsor listing in monthly electronic newsletter Recognition in press releases and social media Employee volunteer tracking for all L.A. Works volunteer activities beyond L.A. Works Day of Service (for example, for team-building competitions, etc.) 	\$5,000 includes participation at event for up to 50 volunteers
Copper Clipper	 Recognition on corporate sponsorship page Recognition on event signage Sponsor listing in the monthly electronic newsletter 	\$100/volunteer

In addition to these packages, L.A. Works is always willing to work with you to customize a volunteer program or package that meets your organization's needs.

Additional *Unique Sponsorship Opportunities include:

Check Presentation Ceremony * Pre or Post Event Hosting * T-Shirt Sponsor * Water Bottle Sponsors * Refreshment / Water Station Sponsor * Volunteer Leadership Training for Interested Employees

To learn more about sponsoring the L.A. Works MLK Jr. Day of Service, please contact:

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"Companies have an opportunity to influence consumer perceptions if they are able to communicate their social responsibility efforts more effectively. Just 13% of consumers report having read about a company's social responsibility agenda on its website – but 75% of those who have done so indicated that it made them more likely to purchase products or services from that company."

-Eric Biel, Burson-Marsteller Managing Director for Corporate Responsibility