

# SPONSORSHIP PACKAGE

L.A. WORKS PRESENTS

# MLK VOLUNTEER FESTIVAL 2024

TAKE ACTION TO SUPPORT OUR BELOVED COMMUNITY

JANUARY 15, 2024  
12:00PM - 4:00PM

HOSTED BY THE LA MEMORIAL COLISEUM





# ABOUT L.A. WORKS

L.A. Works strives to unite Angelenos and inspire action for a more equitable Los Angeles.

In 2022, L.A. Works mobilized more than 29,000 volunteers to directly impact the lives of 847,430 of our most vulnerable neighbors.

As Los Angeles' largest and longest-running volunteer action center, we reach individuals who may be in need of services provided by multiple agencies – for example, shelter from one, academic support for their children at another, and workforce training at a third.

L.A. Works volunteers are right by their side, sorting and distributing food, tutoring youth, and coaching on resume building to help break generational cycles of poverty.

# CIVIC IMPACT AND REACH



# 847,430

Angelenos Impacted in 2022

# 29,325

Volunteers in 2022

# 184,575

Volunteer hours in 2022

# 1,315

Nonprofit and community-  
based organizations  
served in 2022

# 134,785

Website users in 2022

# MLK DAY OF SERVICE

At the Coliseum in 1964, Dr. King passionately and persuasively addressed 15,000 Angelenos on the issues of race relations and human dignity. His belief in the power of service is often shared with his legendary quote,

**“We are caught in an inescapable network of mutuality, tied in a single garment of destiny. Whatever affects one directly, affects all indirectly.”**

In 1994, Congress passed the King Holiday and Service Act, which transformed Martin Luther King Jr. Day into a day dedicated to volunteer service in honor of Dr. King's legacy.



In 2024, L.A. Works will continue our long tradition of honoring Dr. King's legacy by organizing the MLK 2024 Volunteer Festival: Take Action to Support our Beloved Community. This event for thousands of volunteers will feature hands-on activities to support nonprofits addressing: Homelessness, Education Equity, Food Insecurity, and Economic Opportunity.

On this day of action, each one of us can help answer Dr. King's call by joining together to build bridges and create solutions to move us closer to his vision of a beloved community.

# MLK FESTIVAL DETAILS

When the doors open at 12:00PM, volunteers will flow through the family-friendly volunteer action stations at their own pace to support local nonprofit needs in the areas of:

- Homelessness,
- Education Equity,
- Food Insecurity, and
- Economic Opportunity.

Stations throughout the festival will include hands-on service activities, educational materials and speakers, food for purchase from local minority owned businesses, and a Minecraft videogame truck to explore the recreation of the 1963 March on Washington in the interactive game.



# 2023 MEDIA VALUE

361

million

total traditional media impressions



425

mentions

across traditional media



Los Angeles Lakers Teams with L.A. Works at the Annual MLK Day of Service

2.1

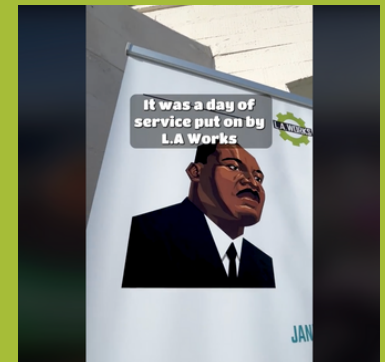
million

total social media impressions

291

mentions

across social media (facebook, linkedin, instagram, etc.)



# SPONSORSHIP LEVELS

## Platinum - \$35,000

- Reserved space and VIP parking for up to 300 Employees
- A branded "Welcome Banner" by Check-In
- Access to Sponsors Club for employee volunteers
- Meet and greet with VIP speakers (10 employees)
- Featured in press release, pre-event communications to 50,000 active volunteers in L.A. Works database, post-event email to event attendees and database
- Presenting Sponsor on website; 135,000 annual visitors
- Logo on all event social media posts, reach of 16,000
- Named Presenting Sponsor at top of all digital and printed materials
- Named Sponsor logo in LA Magazine advertisement
- Custom landing page for volunteer registration
- Virtual MLK Day intro/educational prep session and landing page for volunteer registration

## Gold - \$25,000

- Reserved space and VIP parking for up to 200 Employees
- Meet and greet with VIP speakers (5 employees)
- Access to Sponsors Club for employee volunteers
- Featured in press release, pre-event communications to 50,000 active volunteers in L.A. Works database, post-event email to event attendees and database
- Presenting Sponsor on website; 135,000 annual visitors
- Logo on all event social media posts, reach of 16,000
- Logo in LA Magazine advertisement
- Virtual MLK Day intro/educational prep session and landing page for volunteer registration

The banner is titled "MLK DAY OF SERVICE" in large teal letters, with a portrait of Martin Luther King Jr. to the left. Below the title is the date "JANUARY 16, 2023". The banner is divided into sponsorship levels: "PLATINUM SPONSOR" (USC Marshall School of Business), "GOLD SPONSORS" (California Volunteers, Listos California, KCET, Los Angeles, Coliseum), "BRONZE SPONSORS" (Target, Kaiser Permanente), and "COPPER SPONSORS" (Los Angeles, Lucas Museum of Narrative Art). At the bottom, there are logos for CohnReznick, EHLICH YANAI RHEE CHANEY ARCHITECTS, WESCOM Foundation, and University of La Verne, along with a QR code.

# SPONSORSHIP LEVELS CONT.

## Silver - \$15,000

- Reserved space for up to 100 employees
- Access to Sponsors Club for employee volunteers
- Featured in press release, pre-event communications to 50,000 active volunteers in L.A. Works database, post-event email to event attendees and database
- Logo on website; 135,000 annual visitors
- Named Sponsor logo in LA Magazine advertisement
- Virtual MLK Day intro/educational prep session

## Bronze - \$10,000

- Reserved space for up to 75 employees
- Project activity sponsorship - name on signage at project, optional exclusive project in Sponsor's Club
- Access to Sponsors Club for employee volunteers
- Featured in press release, pre-event communications to 50,000 active volunteers in L.A. Works database, post-event email to event attendees and database
- Logo on landing page; 135,000 annual visitors
- Virtual MLK Day intro/educational prep session

## Copper - \$5,000

- Reserved Space for up to 35 employees
- Logo on landing page; 135,000 annual visitors
- Access to Sponsors Club for employee volunteers
- Virtual MLK Day intro/educational prep session







# THANK YOU FOR YOUR SUPPORT

FOR SPONSORSHIP INFORMATION,  
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