



PO Box 209
Riverside, CA 92502
(951) 384-1866

President:
Cleda Givens-Bullock

Vice President:
Rose Mayes

Secretary:
Shirley Lemmons

Treasurer:
Aladrienne Sneed

Inspirational Leader:
Sue Strickland

Membership:
Adrian Dell Roberts
Annette Beh

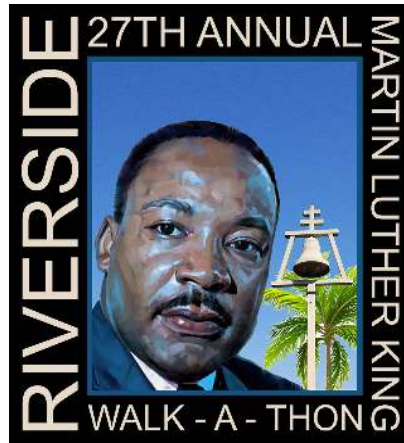
Members at Large:
Robert E. Bogan
Theresa Buggage
Karen Elam
Juanita Koder
Cynthia Mabon
Monrow Mabon
Ola Faye Stephens

Mission:

To Preserve the African
American History
and Culture in the
Inland Empire

raahsinc.org

27th Annual Martin Luther King Jr. Walk-A-Thon Sponsorships



Join the Riverside African American Historical Society, Inc. (RAAHS) in presenting the 27th Annual Dr. Martin Luther King Jr. Walk-A-Thon on **Monday January 20, 2020 starting at 7:30 am.**

By becoming a MLK Walk-A-Thon sponsor, you will join a network of regional businesses, community groups, schools, and many volunteers in providing a community-oriented event that will begin at the Stratton Community Center at Bordwell Park, proceeding to the Martin Luther King, Jr. statue at City Hall and conclude at the

Riverside Community College Digital Library.

The Inland Southern California MLK Walk-A-Thon had over 600 participants last year, and this year we expect more than 1000 participants. Plans include live footage, photography and interviews that will capture the significance of this event to the Riverside community.

Additionally, proceeds of the Inland Southern California MLK Walk-A-Thon benefit RAAHS. Your generous sponsorship subsidizes the maintenance and upkeep of the Martin Luther King, Jr. statue, the Civil Rights Institute, The Clarke Scholarships, and the Grier College Scholarships.

A special variety of activities are planned for this year's Inland Southern California MLK Walk-A-Thon:

- Entertainment by 99.1 KGGI iHeartMedia during registration
- Presentations by Honorary Chairs and Local Dignitaries
- Food trucks, crafts and vendor booths, plus Entertainment at RCC Digital Library

RAAHS remains diligent in promoting a strong visible presence of equality and justice for all members in our community. The Inland Southern California MLK Walk-A-Thon is a brilliant opportunity for your business to connect to a wide and diverse demographic. We invite you to be a part of the Inland Southern California MLK Walk-A-Thon tradition, celebrating the life and legacy of Dr. Martin Luther King Jr.

A list of sponsorship packages are included on the next page.



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Presenting Sponsor - \$5,000

- Name recognition in 99.1 KGGL recorded commercials week of January 15, 2020, and inclusion in stations social media posting to over 148K+ followers
- 20 complimentary Walk-A-Thon entries, and 20 t-shirts
- Include 500 items for gift bag giveaways during registration
- Sponsor's logo on all 2020 Walk-A-Thon materials and t-shirts
- Logo inclusion on banner carried at the walk-a-thon by volunteers
- 10 x 10 vendor space for your organization at RCC Digital Library
- Verbal recognition by event announcer at Walk Opening and Unity meet at MLK Statue, plus 3 minutes speaking opportunity at RCC Digital Library

Ongoing:

- Sponsor's logo or ad displayed on RAAHS website throughout 2020
- Sponsorship recognized at all 2020 RAAHS events
- Promotional recognition in next year's MLK Walk-A-Thon promotional video

Lanyard Sponsor - \$5,000

- Exclusive logo placement on event lanyard
- Inclusion in KGGL social media posting to over 148K+ followers
- 20 complimentary Walk a Thon entries, and 20 t-shirts
- Include 500 items for gift bag giveaways during registration
- Sponsor's logo on all 2020 Walk-A-Thon materials and t-shirts
- Logo inclusion on banner carried at the walk-a-thon by volunteers
- 10 x 10 vendor space for your organization at RCC Digital Library
- Verbal recognition by event announcer at Walk Opening and Unity meet at MLK Statue, plus 3 minutes speaking opportunity at RCC Digital Library

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- Sponsorship recognized at all 2020 RAAHS events
- Promotional recognition in next year's MLK Walk-A-Thon promotional video

Name Badge Sponsor - \$5,000

- Exclusive logo placement on event name badges
- Inclusion in KGGL social media posting to over 148K+ followers
- 20 complimentary Walk-A-Thon entries, and 20 t-shirts
- Include 500 items for gift bag giveaways during registration
- Sponsor's logo on all 2020 Walk-A-Thon materials and t-shirts
- Logo inclusion on banner carried at the walk-a-thon by volunteers
- 10 x 10 vendor space for your organization at RCC Digital Library
- Verbal recognition by event announcer at Walk Opening and Unity meet at MLK Statue, plus 3 minutes speaking opportunity at RCC Digital Library

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Tote Bag Sponsor - \$5,000

- Exclusive logo placement on event tote bag
- Inclusion in KGGI social media posting to over 148K+ followers
- 20 complimentary Walk a Thon entries, and 20 t-shirts
- Include 500 items for gift bag giveaways during registration
- Sponsor's logo on all 2020 Walk-A-Thon materials and t-shirts
- Logo inclusion on banner carried at the walk-a-thon by volunteers
- 10 x 10 vendor space for your organization at RCC Digital Library
- Verbal recognition by event announcer at Walk Opening and Unity meet at MLK Statue, plus 3 minutes speaking opportunity at RCC Digital Library

Ongoing:

- Sponsor's logo or ad displayed on RAAHS website throughout 2020
- Sponsorship recognized at all 2020 RAAHS events
- Promotional recognition in next year's MLK Walk-A-Thon promotional video

Gold Sponsor - \$4,000

- Inclusion in KGGI social media posting to over 148K+ followers
- 15 complimentary Walk-A-Thon entries, and 15 t-shirts
- Include 500 items for gift bag giveaways during registration
- Sponsor's logo on all 2020 Walk-A-Thon materials including t-shirts
- Logo inclusion on banner carried at the walk-a-thon by volunteers
- 10 x 10 vendor space for your organization at RCC Digital Library
- Verbal recognition by event announcer at Walk Opening and Unity meet at MLK Statue

Ongoing:

- Sponsor's logo or ad displayed on RAAHS website throughout 2020

Silver Sponsor - \$3,000

- 10 complimentary Walk-A-Thon entry and 10 t-shirts
- Include 500 items for gift bag giveaway
- Sponsor's logo on all 2020 Walk-A-Thon materials including t-shirts
- Logo inclusion on banner carried at the Walk-A-Thon by volunteers
- 10 x 10 vendor space for your organization at RCC Digital Library
- Verbal recognition by event announcer at Walk Opening and Unity meet at MLK Statue

Bronze Sponsor - \$2,000

- 5 complimentary Walk-A-Thon entries including 5 t-shirts
- Include 500 items for gift bag giveaways during registration
- Sponsor's logo on all 2020 Walk-A-Thon materials including t-shirts
- 10 x 10 vendor space for your organization at RCC Digital Library.
- Verbal recognition by event announcer at Walk Opening and Unity meet at MLK Statue
- 5 complimentary walk entries including T-shirts



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Youth Sponsor - \$1, 000

- 40 commemorative t-shirts for participating youth ages 12 and under
- Sponsor's name on all 2020 Walk-A-Thon materials
- Name recognition at registration
- No vendor space

Additional ways to support:

- Printing and Signage
- Transportation
- Graphic Design
- Photography

All sponsorship payments must be received December 1, 2019. Please send high-resolution logos to: riversidemlkwalk@gmail.com to ensure inclusion on t-shirts, banners and other material.

To learn more about the RAAHS programs and the 2020 MLK Walk-a- Thon, please visit www.raahsinc.org.

Make checks payable to **RAAHS Inc.** Contact Robert Earl Bogan at 951-236-9640 for additional information.

Follow us at @raahsinc

