



Sponsorship Proposal MLK National Day of Service January 2025



The Opportunity

As a company that values volunteer service, families and community building, Kids Impact Community invites you to **sponsor the Kids Impact Community 2025 MLK National Day of Service Series**.

Kids Impact Community's (KIC) MLK Day service programs are unique, engaging the whole family from the youngest toddlers to tweens to parents and even grandparents. Each year we welcome 550+ socially conscious Southeastern Wisconsin families to celebrate MLK Day as **a day of service**, a day to **learn about racial justice** and a day to **honor Dr. King's legacy** answering his call to service.

This was amazing, powerful, so relevant for my kids and inspiring. Thank you so much for organizing this and to everyone involved. We loved starting our day this way! I talk to my kids all the time about how one person can have such a big impact. Thank you for all you do!! Warmly, Megan (Past MLK Day Celebration attendee)

As a sponsor, your company will be provided with a socially responsible marketing platform targeting young families throughout the Milwaukee area.

Sponsorship Benefits

Investment Impact

Your support will strengthen our community through building a tradition of volunteerism from an early age. Each of the children participating in KIC's MLK Day service projects will leave with the belief that they are responsible for and capable of being dynamic and change-making citizens within their community.

Employee Engagement

Invite your employees and their families to participate in transformative volunteer opportunities. Their children and grandchildren will learn they can be true leaders and that their little hands can make a big impact on others by spreading Dr. King's message of equality and love.

Brand Lift

By sponsoring the KIC MLK Day of Service Series, you signal to the community that your company supports families using their day off to volunteer and make a lasting impact on the local community.

Newsletter Acknowledgement - in our monthly e-newsletters in December, January and February reaching 1,100+ mailboxes each month.

Social Media Shoutouts - (8+) during the month of January and February on Facebook (3,000+ engaged followers) and Instagram (1600+ followers).

Logo Recognition

- MLK Day spotlight web page (kicmke.org/mlk)
- Our Supporters web page, including link to company website (kicmke.org)
- Logo and verbal acknowledgement at the onset and closure of all events
- MLK Day Event poster

News Release - name will be included as sponsor.

Previous coverage has included: TMJ4 Positively Milwaukee, Milwaukee Journal Sentinel, MKE Lifestyle, Milwaukee, Neighborhood News Service, OnMilwaukee, CBS 58, WISN 12, Fox 6 and Telemundo Wisconsin

Cross Promotion

- Mention as a sponsor on the www.MKEwithKids.com website and their MLK Day events roundup during the month of January.
- Name inclusion in event descriptions posted on the national volunteer search engines: www.Americorps.gov and Points of Light.
- Sponsorship included in all event postings on: JSOnline, Shepherd Express, Milwaukee Magazine and Visit Milwaukee.

Sponsorship Commitment Levels	Gold \$5,000 (1 avail)	Silver \$2,500 (1 avail)	Bronze \$1,000 (2 avail)
Acknowledgement in monthly e-newsletters in January and February reaching 1,100+ mailboxes each month	X	X	X
Social media shoutouts	X	X	X
Logo on MLK Day web page (kicmke.org/mlk)	X	X	X
Logo on Our Supporters web page including link to company website (kicmke.org/our-supporters)	X	X	X
Logo and verbal acknowledgement at the onset and closure of all events	X	X	
Logo on MLK Day Event Poster	X		
Acknowledgement in cross promotion	X		
Acknowledgement in a Martin Luther King Day of Service news release	X		
Volunteer spots - spots guaranteed at the project of your choice	X		

To become a sponsor, contact Lynn Raines at lynn@kicmke.org.

MLK Day of Service Series | Programming Sample

Throughout the month of January, our young volunteers and their families will have opportunities to engage in relevant and meaningful community service. Here is a sample of programming:

MLK National Day of Service Program (MLK Day - January 20, 2025)

More than 400 kids and caregivers gather for a morning of learning and service to celebrate the legacy of MLK. This event features an engaging story time with a special guest reader (2022 was Lt Governor Mandela Barnes; 2024 was a representative from Bob's Under the Bridge), music and movement breaks and an all-ages discussion about the issues our service projects address. Then families go to work on hands-on service projects - example: putting together winter hygiene kits for Bob's Under the Bridge, making plastic yarn for Mercy Mats or decorating reusable grocery bags for Kinship Community Food Center.

Junior Leader Opportunities for Ages 9-12 (January 19 & 20, 2025)

Kids ages 9-12 who are ready for a little extra responsibility are invited to register as Junior Leaders to help with event set-up and assist attendees at a variety of project stations the day of our MLK Day program.

Social Justice Story Time: Racial Justice and Taking Action (January)

Through stories, a local educator will lead kid-friendly discussions about racial justice and address how kids can take big actions in small ways.

Pack Diapers for Milwaukee Diaper Mission (January)

Engage children as change-making citizens by packing diapers for Milwaukee families struggling to provide basic needs for their youngest kids.

Serve Pantry Guests at Kinship Community Food Center (January)

Assist shoppers at the Kinship Community Food Center, helping relieve hunger and build community.

Celebrate Diversity Through Books (January)

We will host a community-wide book raffle to inspire kids throughout the community with children's books that celebrate diversity.



The poster features the 'kids impact community' logo with a circular icon of diverse children. Below it is the slogan 'REMEMBER. CELEBRATE. SERVE.' and a portrait of Martin Luther King Jr. The main text reads 'MLK DAY OF SERVICE JAN 15 2024'. At the bottom, it specifies the date and time: 'January 15 | 10-11:30 am' at 'Congregation Shalom - Fox Point'. It includes a small note 'A Special Thanks to Our Host' and the Congregation Shalom logo. A paragraph describes the event as a family-friendly morning of learning and service with a special guest speaker, Mr. Bob's Under the Bridge, and mentions activities like packing winter hygiene kits and breakfast bags. The registration link 'Register at: kicmke.org/MLK' is provided.

January 15 | 10-11:30 am
Congregation Shalom - Fox Point

A Special Thanks to Our Host
Congregation Shalom

A family-friendly morning of learning and service, including special guest speaker from Mr. Bob's Under the Bridge. Together we will pack winter hygiene kits, on-the-go breakfast bags and more. Ages 0-12 years old.

Register at: kicmke.org/MLK



**“Everybody can be great...because anybody can serve.
You only need a heart full of grace.
A soul generated by love.”
-Dr. Martin Luther King Jr.**



Kids Impact Community, LLC., strives to provide an environment where all children and families feel safe and affirmed, valued and reflected. We are unaffiliated with any faith traditions or other organizations. We partner with diverse, established, and effective organizations within Milwaukee that, like us, recognize the capability of children to make change, serve others, and build relationships.

KIC is a 501(c)(3) non-profit organization, through which persons of diverse color, ethnicity, sexual orientation, family configuration, enablement and socioeconomic status learn and serve together.

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