



Sponsorship Proposal MLK National Day of Service Series January 2027



The Opportunity

As a company that values volunteer service, families and community building, Kids Impact Community invites you to **sponsor the Kids Impact Community 2027 MLK National Day of Service Series**.

Our MLK Day Service Series is unique, engaging the whole family from the youngest toddlers to tweens, parents and grandparents. In 2026, we empowered 900+ socially conscious Southeastern Wisconsin families throughout January to **celebrate and honor Dr. King's legacy by 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. The children in their lives 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.

Sponsorship Commitment Levels	Exclusive Sponsor (sole presenting sponsor) \$12,500	Gold \$5,000	Silver \$2,500	Bronze \$1,000
Short presentation by company in person or video at the event	X			
Acknowledgement in monthly e-newsletters in December, January and February reaching 1,100+ mailboxes each month	X	X	X	X
Social media shoutouts (3,800+ engaged Facebook followers; 2700+ engaged Instagram followers)	X	X	X	X
Logo on MLK Day web page (kicmke.org/mlk)	X	X	X	X
Logo on Our Supporters web page including link to company website (kicmke.org/our-supporters)	X	X	X	X
Logo and verbal acknowledgement at the onset and closure of all events	X	X	X	
Logo on MLK Day Event Poster	X	X		
Acknowledgement in cross promotion	X	X		
Acknowledgement in a Martin Luther King Day of Service news release	X	X		
Volunteer spots - spots guaranteed at the project of your choice	X	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 19, 2026)

More than 500 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; 2026 was a representative from Kinship Community Food Center), 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, assembling cancer care support kits for Aurora Health Care Cancer Clinics or decorating reusable grocery bags for Kinship Community Food Center.

Junior Leader Opportunities for Ages 9-12 (January 17 & 19, 2026)

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.

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.

Distribute Groceries at Kinship Community Food Center (January)

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

Create a Blizzard of Thanks for Healthcare Heroes (January)

Our youngest volunteers gathered at a local playspace to create sweet-treat care packages and heartfelt thank you cards to brighten the winter season for local healthcare workers.

Put Trash to Work - Craft Sleeping Mats for People Experiencing Homelessness (January)

Help our neighbors struggling with housing insecurity and help the environment at the same time by turning plastic grocery bags into plastic yarn for Mercy Mats of West Allis.

Serve a Meal at the Women's Center

Brighten the evening of families staying at the Women's Center with a delicious meal. Volunteers will prepare and serve dinner to women and children staying at the shelter.



MLK DAY OF SERVICE

January 19 | 10-11:30 am

Congregation Shalom - Fox Point

Join us for a kid-focused morning of learning and service. Together we will pack winter hygiene kits, assemble snack packs, craft cancer care kits and more.

For kids ages 0-13 and their grownups.

— ” —
Darkness cannot drive out darkness;
only LIGHT can do that.
— Dr. Martin Luther King Jr.

REGISTER TODAY!

Learn more at: kicmke.org/mlk
Questions? info@kicmke.org



Charles
Antetokounmpo
Family
Foundation



CONGREGATION
Shalom

Serve all Month Long

Prep Diapers
for Milwaukee Diaper Mission
Saturday, Jan. 17 | 10-11 am or 11-12 pm

Pack Rescued Food
at Just One More Ministry
Saturday, Jan. 24 | 8:30-10:30 am

Lunch Pack and Love (at-home)
Sunday, Jan. 25 | drop-off various locations

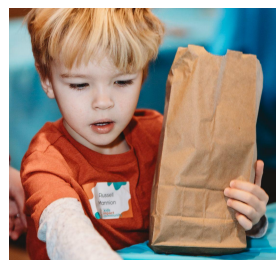
Craft Sleeping Mats for the Unhoused
Wednesday, Jan. 28 | 4-5:30 pm

Blizzard of Thanks for Healthcare Heroes
Thursday, Jan. 29 | 10-11 am

Serve a Meal at the Women's Center
Thursday, Jan. 29 | 5:15-7 pm

Distribute Groceries at Kinship
Saturday, Jan. 31 | 7:45-11 am

Birthday Buddies
January 19-31 | drop-off various locations



**"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.

Kids Impact Community, LLC • PO BOX 170694, Milwaukee, WI 53217 • www.kicmke.org