



SPONSORSHIP PACKET 2026



**39TH MLK
SANFORD
CELEBRATION**



39TH ANNUAL CELEBRATION SANFORD, FLORIDA

Dr. Martin Luther King, Jr. Steering Committee
P.O. Box 500
Sanford, FL 32772-0500
www.mlksanford.org

Dear Sponsor,

The City of Sanford Dr. Martin Luther King, Jr. Celebration Steering Committee, Inc. is proud to present the 39th Annual celebration and memorial observance. This year's theme is **"Honoring the Legacy, Inspiring the Future."** We invite you to join us in celebrating the lives and contributions of our pioneers, whose path we now walk, while passing the torch to the younger generation to carry the mission forward. During the Dr. King holiday weekend, over four days, we will be hosting five events to keep the dream of Dr. King alive. We would be grateful for your support in making these events a success and in continuing the important work of keeping his dream alive.

Your sponsorship, participation and support will enable the MLK Celebration Steering Committee to keep the dream alive through four days of celebration, with the following activities:

ORATORICAL CONTEST & SCHOLARSHIP FUND

January 16, 2026 – The oratorical contest will be held at the Seminole State College, 100 Weldon Blvd., Sanford, FL 32773 at 6:00 p.m. Eligible candidates are local high school seniors. They are required to write a speech on selected topics on Dr. King and conduct an oral presentation in front of a panel of local community leaders and educators. Scholarships will be awarded to first, second and third place winners in the below names, and Seminole State College.

- Joy Eva Lawson Williams (deceased) former MLK Scholarship Committee Chairperson
- Former Sanford Mayor Bettye D. Smith (creator – Dr. MLK, Jr. Committee)
- Doris Thomas (deceased), former Seminole County Educator

COMMEMORATIVE BANQUET

January 17, 2026 – The banquet will be held at 6:00 p.m. at the Sanford Civic Center, 401 East Seminole Boulevard, Sanford, FL 32771. This annual event has become the highlight of the year, it has drawn a large and engaged crowd of approximately 400 individuals from various businesses and community members. The event offers a stimulating keynote speaker, as well as entertainment and a catered meal.

INTERFAITH SERVICE

January 18, 2026 – The interfaith service will be held at 3:00 p.m. Featuring the MLK Celebration Gospel Choir, comprised of a large number of talented individuals from various churches in the area. The choir's diverse membership is sure to showcase their rich voices. A special guest speaker will also be sharing a message. Please check our website for church location - mlksanford.org.

PARADE

January 19, 2026 – The parade will start at 10:00 a.m. at the intersection of Historical Goldsboro Blvd. and Persimmon Ave and proceed east to Holly Ave. The parade has a diverse and vibrant lineup, including the grand marshal, local school bands, dancers, bikers and a range of other participants will join in the festivities. The parade route is expected to attract a sizable crowd, with approximately 2,500 spectators anticipated to line the route.

FESTIVAL IN THE PARK

January 19, 2026 – The festival in the park will be held in Heritage Park, located on the open grounds directly in front of the Sanford Civic Center, 221 North Palmetto Ave., Sanford, FL 32771. The festival attracts a large crowd, estimated 2,500 – 3,000 people, with a variety of activities; merchandise vendors, entertainment, a selection of food vendors and food trucks.

Attached is a sponsorship package detailing how you can support our events.

Sincerely,
Melvin A. Philpot
Chairman

Kenneth Bentley
Co-Chairman

SPONSORSHIP OPPORTUNITIES



BANQUET SPONSORSHIPS

PLATINUM: \$3,000

- Sponsorship of the Dr. MLK, Jr. Commemorative Banquet
- Full-Page Ad in the Commemorative Program
- One Corporate Table (10 Per Table)
- Name Recognition in all Broadcasts and Social Media
- Company logo prominently displayed

GOLD: \$2,000

- Full-Page Ad in the Commemorative Program
- One Corporate Table (10 Per Table)
- Name Recognition in all Broadcasts and Social Media

SILVER: \$1,000

- One Corporate Table (10 Per Table)
- Full-Page Ad in the Commemorative Program

PARADE SPONSORSHIP

PLATINUM: \$3,000

- Exclusive Name Recognition at Parade
- Speaking Opportunity from the Stage at the Park
- Premium Booth Location at the Park
- Full-Page Ad in the Commemorative Program
- (1) Complimentary Parade Participant Entry
- Name Recognition in all Broadcasts and Social Media

FESTIVAL SPONSORSHIP

PLATINUM: \$3,000

- Exclusive Name Recognition at Festival
- Speaking Opportunity from the Stage at the Park
- Premium Booth Location at the Park
- Full-Page Ad in the Commemorative Program
- (1) Complimentary Parade Participant Entry
- Name Recognition in all Broadcasts and Social Media

ADDITIONAL SPONSORSHIP OPPORTUNITIES

ENTERTAINMENT SPONSOR FOR PARK: \$5,000

- Exclusive Name Recognition at Parade
- Speaking Opportunity from the Stage at the Park
- Premium Booth Location at the Park
- Full-Page Ad in the Commemorative Program
- (1) Complimentary Parade Participant Entry
- Name Recognition in all Broadcasts and Social Media

PARTNER: \$950

- Full-Page Ad in the Commemorative Program
- Name Recognition in all Broadcasts and Social Media
- (1) Complimentary Parade Participant Entry

UNITY: \$750

- Full-Page Ad in the Commemorative Program
- Name Recognition in all Broadcasts and Social Media



Dr. Martin Luther King, Jr.
Celebration Steering Committee, Inc.

COMMEMORATIVE PROGRAM ADVERTISING APPLICATION

(ALL ADS ARE PRINTED IN BLACK AND WHITE)

PLEASE PRINT

Company Name _____

Address _____

City _____ State _____ Zip Code _____

Contact Person _____ Contact Phone # _____ - _____ - _____

E-Mail _____ Website _____

Please Check Your Interested Advertisement:

☐

\$150.00 - Full-Page Ad w/ QR Code (Please provide a link to your website, social media, or to a document about your business/organization in the "website" space above)

☐

\$100.00 - Full-Page Ad

☐

\$50.00 - Half-Page Ad

DEADLINE: Please send a print-ready ad (PDF or high-resolution JPG format) that you would like to appear in our commemorative program booklet by December 12, 2025.
E-mail to info@mlksanford.org, or scan the QR code to upload online.



Payment Options:

- Cash
- Money Order or Cashier's Check
- Online (surcharge)

For details, please contact: Linda Medlock
at 407-416-5376 or by email info@mlksanford.org.

Submit Payment by: Check or Money Order payable to:
Dr. MLK, Jr. Steering Committee
P.O. Box 500
Sanford, FL 32772-0500

Apply and pay online:
www.mlksanford.org/sponsors



Dr. Martin Luther King, Jr.
Celebration Steering Committee, Inc.

THANK YOU FOR YOUR SUPPORT

For questions or to reserve your sponsorship, please contact
Linda Medlock at 407 416-5376 or email info@mlksanford.org.