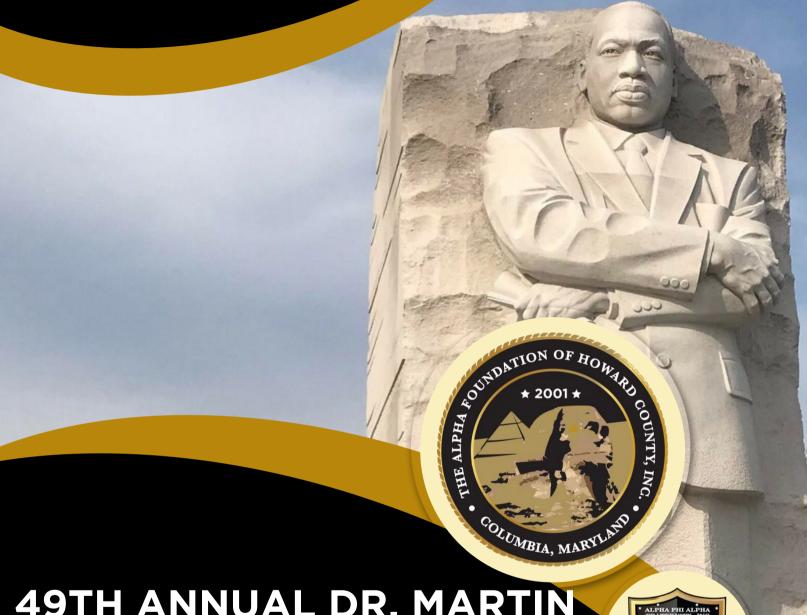
2024 SPONSORSHIP OPPORTUNITIES



49TH ANNUAL DR. MARTIN LUTHER KING, JR. MEMORIAL BREAKFAST



SUNDAY, JANUARY 7, 2024

MARTIN'S WEST 6817 DOGWOOD RD. BALTIMORE, MD 21244



Launched in 2001, the Alpha Foundation of Howard County, Inc. (AFHC) is a 501(c)(3) non-profit, charitable organization that raises funds for educational initiatives benefiting youth in Howard County, Maryland. Specifically, the AFHC seeks to provide academic enrichment and mentorship to young people that will further enable their success in post-secondary training and education, and ultimately, create a clear pathway for life opportunity and success.

The Alpha Achievers Program

A nationally recognized program that is active in all 12 Howard County high schools and encourages students to attain and maintain a 3.0 GPA or higher. The program also promotes character growth, leadership skills, and critical thinking, while encouraging its members to become full citizens of the school and community.



The KPL Scholarship Program

Designed to provide financial support in recognition of the academic high achievements for high school seniors headed to college. Since 1975, more than \$350,000 has been awarded to deserving students.

The Harambee Conference

An annual conference that provides an opportunity for student representatives of Alpha Achievers chapters throughout Howard County to learn and collaborate on relevant issues.

And Many More like LDI, Project Alpha, Find-A-Doc, Etc...



www.alphafoundation.org



WHY SPONSOR THE MLK BREAKFAST?

The 49th Annual Dr. Martin Luther King, Jr. Memorial Breakfast is the signature event to honor the life and legacy of Dr. King and to highlight AFHC's quality educational programs for youth enabled by your financial support. Your generosity is a cornerstone in our efforts to ensure that Howard County students are prepared for academic study, entry into the workforce, community service, and leadership.

Annually, this event attracts nearly 1,000 attendees across the DC, MD, and VA area. These attendees represent an annual median income of \$130k+, comprised of government and corporate members with Greek affiliations, and creates endless promotional and networking opportunities in Howard County, the 7th richest county in the country and 6th most desirable community in the nation.

Donations are tax-deductible and made directly to the AFHC. Donations are tax-deductible as allowed by the IRS.

SPONSORSHIP OPPORTUNITIES

Sponsor Packages

Presenting Sponsor (\$15,000):

- 2 VIP tables (20 tickets)
- Cover logo placement in the program book
- Name + Logo in the program book
- Executive greeting at the event
- Prominent branding at the event
- 2 min Commercial at the event
- Co-signed Welcome letter in the program book
- Inclusion in the group picture

Gold Sponsor (\$10,000):

- 1 VIP table (10 tickets)
- Full-page ad in the program book
- Name + Logo in the program book
- Public recognition at the event
- Digital ad at the event
- Inclusion in the group picture

Black Sponsor (\$5,000):

- 1 VIP table (10 tickets)
- 3/4-page ad in the program book
- Name + Logo in the program book
- Digital logo recognition at the event



Donor Packages

Legacy (\$3,000):

- 1 VIP table (10 tickets)
- Half-page ad in the program book
- Name + Logo in the program book
- Digital ad at the event
- Public recognition at the event
- Inclusion in the group picture

Leadership (\$2,000):

- 1 VIP table (10 tickets)
- 3/4-page ad in the program book
- Name + Logo in the program book
- Public recognition at the event

Heritage (\$1,000):

- 1 VIP table (10 tickets)
- 1/8-page ad in the program boo
- Name + Logo in the program book



- Commemorative Ticket Sponsor: \$3,000
- Breakfast Menu Sponsor: \$2,500
- Signature Breakfast Cocktail: \$1,500

AFHC is a 501(c)(3) non-profit charitable organization which raises funds for education programs which target African American youth in Howard County.



Ad Page Options

- Cover (Bottom of the page): \$1,500
- Back Cover (8.5" x 11"): \$1,000
- Inside Covers (8.5" x 11"): \$750
- Full Page (8.5" x 11"): \$500
- Half Page (8.5" x 5.5"): \$350
- **Quarter Page** (5.5" x 4.25"): \$250
- **Eighth Page** (4.25" x 2.75"): \$100

Additional Details

Billing:

• Submit payment to the AFHC, Inc.

Sending Ads:

- All ads should be submitted in PDF, EPS, TIFF, and Microsoft Word.
- Ad specs and rates are based on full-color ads. All ads should be camera-ready. Camera-ready ads are subject to resizing.
- All ads should be emailed to MLKBreakfast06@gmail.com.
- The subject should read "49th MLK Ad".

Deadline:

• All ads must be submitted by 12/15/23.

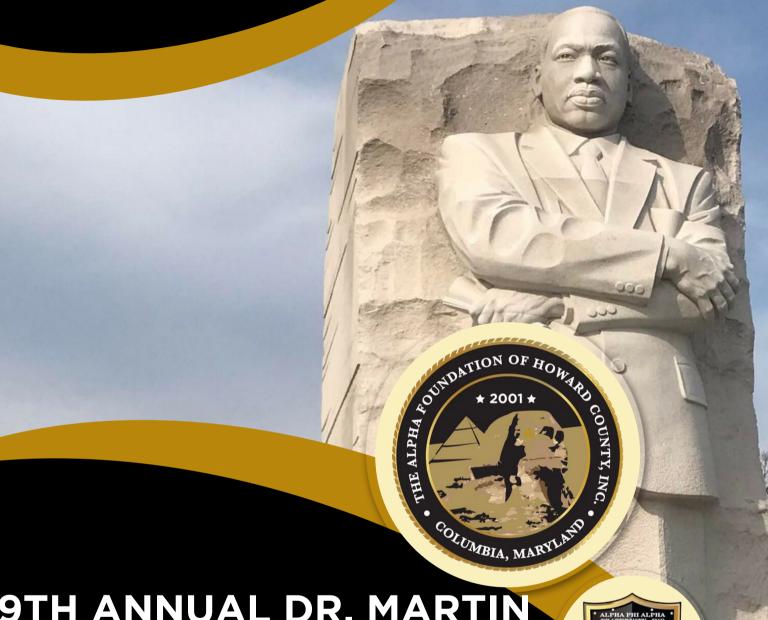


business and sell your goods and services to all attendees.

Additional Details:

- \$100 per vendor table
- Receive one (1) table, two (2) chairs, and one (1) table cover.
- Email MLKBreakfast06@gmail.com for more details. The subject should read "49th MLK Vendor Table".

THANK YOU FOR YOUR SUPPORT!



49TH ANNUAL DR. MARTIN LUTHER KING, JR. MEMORIAL BREAKFAST



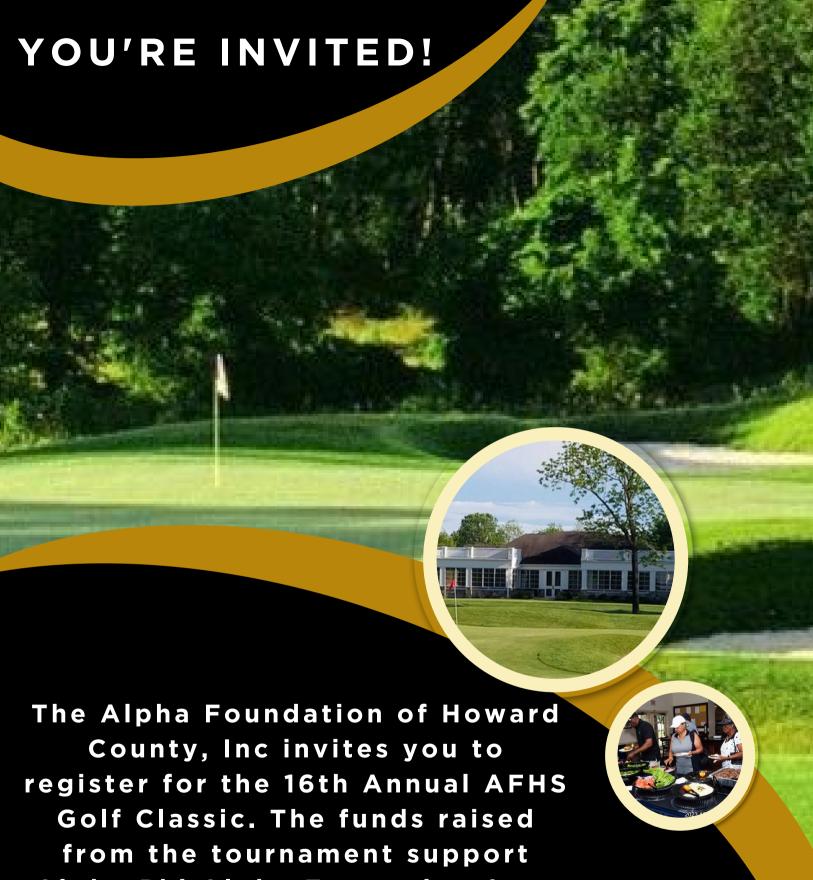
SUNDAY, JANUARY 7, 2024

MARTIN'S WEST 6817 DOGWOOD RD. BALTIMORE, MD 21244



MONDAY, JUNE 10, 2024

WAVERLY WOODS GOLF COURSE 2100 WARWICK WAY MARRIOTTSVILLE, MD 21104



from the tournament support
Alpha Phi Alpha Fraternity, Inc.,
Kappa Phi Lambda Chapter of
Howard County, MD educational
programs.

Donations are tax-deductible and made directly to the AFHC. Donations are tax-deductible as allowed by the IRS.

SPONSORSHIP OPPORTUNITIES

Sponsor Packages

Corporate Sponsor (\$5,000):

- VIP foursome (up to 4 golfers + lunch) Media Sponsor (\$1,200):
- Two (2) exclusive (full-color) tee boxes or green sign
- Company name included in the media advertisements
- Company name and/or logo on websites and all signs/banners
- Golf swag bag (insertion of approved supplied items)

Executive Sponsor (\$2,500):

- VIP foursome (up to 4 golfers + lunch)
- One (1) exclusive (full-color) tee box or green sign
- Company name included in media advertisements
- Company name and/or logo on websites and all signs/banners
- Golf swag bag (insertion of approved supplied items)

Tournament Ball Sponsor (\$1,750):

 Each golfer receives one (1) boxed sleeve of three golf balls (company name/logo)



- One (1) foursome golf team (up to 4 golfers)
- One (1) tee box or green sign
- Company logo and name on the website
- Free insertion of approved supplied items in the gift bag
- After golf dinner gift card

Golf Contest Sponsor (\$750):

- Contest sponsored by company name and logo (longest drive, closest to pin)
- Company name and logo on the website
- Free insertion of approved supplied items in the gift bag

Foursome Sponsor Donation (\$600):

• Unable to play, donate to sponsor another foursome group

Hole Sponsor (\$150):

- One (1) tee box or green sign
- Recognition in the program book



MONDAY, JUNE 10, 2024

WAVERLY WOODS GOLF COURSE 2100 WARWICK WAY MARRIOTTSVILLE, MD 21104