

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



ABOUT THE AFHC, INC.

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...

YOU'RE INVITED!



The 49th Annual Dr. Martin Luther King, Jr. Memorial Breakfast promises to be an elegant morning of inspirational messages, dining, entertainment, and networking all while supporting and celebrating the Alpha Foundation of Howard County, Inc. We look forward to seeing you there!



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 book
- Name + Logo in the program book

SPONSORSHIP ADD-ONS



- **Program Book Sponsors: \$5,000**
- **360 Photobooth Sponsor: \$5,000**
- **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.



PROGRAM AD OPPORTUNITIES

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.



VENDOR OPPORTUNITIES

Purchase a vendor table at the 49th Annual MLK Memorial Breakfast to promote your 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!**



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LUTHER KING, JR.
MEMORIAL BREAKFAST**

SUNDAY, JANUARY 7, 2024

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2024 SPONSORSHIP OPPORTUNITIES



16TH ANNUAL AFHC GOLF CLASSIC

MONDAY, JUNE 10, 2024

WAVERLY WOODS GOLF COURSE
2100 WARWICK WAY
MARRIOTTSVILLE, MD 21104

YOU'RE INVITED!



The Alpha Foundation of Howard County, Inc invites you to register for the 16th Annual AFHS Golf Classic. The funds raised 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)
- 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)

Media Sponsor (\$1,200):

- 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

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