



**The Martin Luther King, Jr. Day of Service**

**Steering Committee**

*The Hull Firm, LLC*

*ACC Leisure Services*

*ACC Stormwater*

*Keep Athens-Clarke County Beautiful*

*ACC Solid Waste*

*Athens Community Council on Aging*

*Athens Land Trust*

*East Athens Development Corporation*

*UGA Office of Service Learning*

*United Way of Northeast Georgia*

*ACC Housing and Community Development*

*Clarke County School District*

**“Life’s most persistent and urgent question is**

**What are you doing for others?”**

**– Martin Luther King, Jr.**

October 28, 2019

Dear Community Partner,

As we begin to plan for the 2020 Martin Luther King Jr. Day of Service, we want to ask...what are you doing for others in the Athens community?

Each year, people across the United States come together on Dr. King’s birthday to observe the only federal holiday designated as a National Day of Service. For the past 17 years, the Athens’ community has been a part of this nationwide movement. Last year 800 volunteers made Martin Luther King, Jr. Day “A Day On, Not a Day Off.” This year, we need to raise more local funds to make the projects more meaningful and sustainable. We are asking for your help.

The participation of sponsors, projects and volunteers determines the success of the Athens MLK Day of Service. Financial support will allow us to respond to project demand, expand the scope of service, and purchase necessary project materials (e.g. wood, mulch, paint). The more funds we raise, the greater impact we can make.

It takes a great deal of planning and support to make the Athens MLK Day of Service possible. As members of our community, we are asking you to join us in raising our goal of **\$10,000** this year. Please consider contributing however you can. We can all be a part of making our community a better place to live.

Please complete the attached Sponsorship Pledge Form and return to:

Athens Land Trust  
C/O Lorinda Crane (MLK Day of Service)  
685 N. Pope St.  
Athens, GA 30601

Thank you for helping us honor Dr. King’s legacy in Athens!

Sincerely,

The Athens MLK Day of Service Steering Committee

*Sign up to volunteer at [www.accgov.com/MLKDay](http://www.accgov.com/MLKDay)*



# MLK Jr. Day of Service Sponsorship Pledge Form

Sponsorship pledges received by **Monday, December 2<sup>nd</sup>** will be recognized as indicated below. Sponsorships received after December 2<sup>nd</sup> will be included when opportunities and space remain.

Sponsorship Levels: Donations of cash or materials equivalent to...

## **Donor's Choice (above \$1,000): Presenting Sponsor**

Identified as "Presenting Sponsor" on all media. Video interview. Recognition in all local press leading up to the event (Athens Banner-Herald, Flagpole, etc.). Opportunity to speak to volunteers at kickoff event.

## **\$1,000: Platinum Sponsor**

Business name and logo on website, social media, and event promotional materials. Recognition in all local press leading up to the event (Athens Banner-Herald, Flagpole, etc.). Opportunity to staff a table kickoff event.

## **\$500 to \$999: Gold Sponsor**

Business name and logo on website, social media, and event promotional materials. Recognition in all local press leading up to the event (Athens Banner-Herald, Flagpole, etc.).

## **\$200 to \$499: Silver Sponsor**

Business name on website, social media, and event promotional materials.

## **\$100: Site Sponsor**

### Sponsor Information

Business Name \_\_\_\_\_

Cash (please specify amount) \$ \_\_\_\_\_  In-kind: (please specify) \_\_\_\_\_

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Email Address

\_\_\_\_\_  
Date

\_\_\_\_\_  
Phone Number

Are you interested in a project site for your employees and friends (circle one)? YES NO

Please make checks out to Athens Land Trust (with MLK Day of Service in the memo section). All donations are tax-deductible. Please send completed form and donation to:

Athens Land Trust  
C/O Lorinda Crane (MLK Day of Service)  
685 N. Pope St.  
Athens, GA 30601

*Sign up to volunteer at [www.accgov.com/MLKDay](http://www.accgov.com/MLKDay)*