



**"Life's most persistent and urgent question is
What are you doing for others?"
- Dr. Martin Luther King, Jr.**

Dear Community Partner,

As the Martin Luther King, Jr. Day of Service Steering Committee begins to creatively and more importantly, safely, plan for the 2022 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 19 years, the Athens community has been a part of this nationwide movement. Last year 602 volunteers made Martin Luther King, Jr. Day "A Day On, Not a Day Off." And, although, yet again, we anticipate this year's event to be different in comparison to others, we are determined to provide meaningful volunteer opportunities to individuals committed to making a difference in their community during these most unprecedented of times.

As such, we are asking for your help. Financial support will allow the Steering Committee to respond to project demand, expand the scope of service, and purchase all the necessary materials (e.g. wood, mulch, paint) each project will require. Simply put, the more funds we raise, the broader impact we can make and the greater success the Athens MLK Day of Service will be.

We are aware that these are challenging times. However, if you are interested in supporting projects that aim to improve conditions throughout Athens-Clarke County, please select an appropriate sponsorship level and return the enclosed pledge form by **December 1, 2021**. Together, we can all contribute and make our community a better place to live.

Thank you for assisting us in honoring Dr. King's legacy in Athens!

Sincerely,

The Athens MLK Day of Service Steering Committee

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

ACC Housing and
Community Development

ACC Leisure Services

ACC Solid Waste

ACC Stormwater

Athens Community Council
on Aging

Athens Land Trust

Clarke County School
District

East Athens Development
Corporation

The Hull Firm, LLC

Keep Athens-Clarke County
Beautiful

United Way of Northeast
Georgia

UGA Office of Service
Learning



#MakeltADayOnAthens

Sponsorship Levels

*Donors submitting sponsorship pledges by **Wednesday, December 1st, 2021** will receive incentives as indicated below. Incentives for donors submitting sponsorship pledges after December 1st, 2021 are not guaranteed but will be provided or included if feasible.

ADVOCATE

\$500+ Non-profit or individual

\$1,250+ Corporate

- Advanced group registration and preferred site selection for up to 15 participants.
- Reserved access to t-shirts.
- Opportunity to address volunteers at kickoff event.
- Video interview.
- Opportunity to staff a table during kickoff event.
- Identified as "Presenting Sponsor" in all local media leading up to the event (Athens Banner-Herald, Flagpole, WUGA, etc.)
- Premium placement of name or logo on t-shirts, website, social media, and other event promotional materials.

COMPASSION

- Opportunity to staff a table during kickoff event.
- Recognition in all local media leading up to the event (Athens Banner-Herald, Flagpole, WUGA, etc.).
- Name or logo on t-shirts, website, social media, and other event promotional materials.

\$350-\$499 Non-profit or individual

\$500-\$1249 Corporate

VISION

\$200-\$349 Non-profit or individual

\$200-\$499 Corporate

- Recognition in all local media leading up to the event (Athens Banner-Herald, Flagpole, WUGA, etc.).
- Name on t-shirts, website, social media, and other event promotional materials.

INSPIRATION

- Name on website, social media, and other event promotional materials.

\$100-\$199 Non-profit or individual

\$100-\$199 Corporate



Sponsor Information

Sponsor Name _____

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

Signature

Printed Name

Email Address

Date

Phone Number

Please make checks out to Athens Land Trust (with MLK Day of Service in the memo section). All contributions are tax-deductible. Please mail this completed form along with your generous donation to:

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

Sponsorship levels: Donations of cash or materials equivalent to:

<p>Sponsorship Level I: Advocate - Presenting Sponsor \$500+ Non-profit or individual – maximum cap: two sponsors \$1,250+ Corporate – maximum cap: two sponsors</p>
<p>Sponsorship Level II: Compassion \$350 – 499 Non-profit or individual \$500 - \$1,249 Corporate</p>
<p>Sponsorship Level III: Vision \$200 - \$349 Non-profit or individual \$200 - \$499 Corporate</p>
<p>Sponsorship Level IV: Inspiration \$100 - \$199 Non-profit or individual \$100 - \$199 Corporate</p>