



UNITED WAY
of the Midlands

Martin Luther King Jr. Day Sponsorship



Overview

Held on Martin Luther King Jr. Day, Monday, January 20, this event brings together individuals from across the Omaha-Council Bluffs metro to celebrate the work of Dr. King, network and create connections to make great things happen. Each event will be free to all attendees thanks to the generosity of our sponsors.

Schedule of Events

Location: The Venue at the Highlander - 2120 N. 30th Street, Omaha, NE

Noon - 1:30 PM - 3rd Annual MLK Day Luncheon

The luncheon is catered by Big Mama’s Kitchen & Catering, Rib Shack Smokehouse and Lady T’s Gourmet. The program is presented in collaboration with Black Men United and United Way of the Midlands.

2:00 - 4:00 PM - MLK Day Volunteer Event

Through United Way of the Midlands’ Good on the Go initiative, volunteers will take part in our kit build by assembling 2,000 snack pack kits to support a North Omaha partner.

SPONSORSHIP LEVELS

	Presenting Sponsor \$15,000	Supporting Sponsor \$5,000
Featured prominently during the day’s events	✓	
News Release for the events	✓	✓
Table Tents at the events	✓	✓
Event Program	✓	✓
Event Website	✓	✓
United Way of the Midlands Social Media	✓	✓
Email blasts to constituents leading up to and following the event	✓	✓

If you’d like to participate in Martin Luther King Jr. Day as a sponsor, please select your preferred package:

Presenting Sponsor Supporting Sponsor

Signature: _____

Printed Name: _____