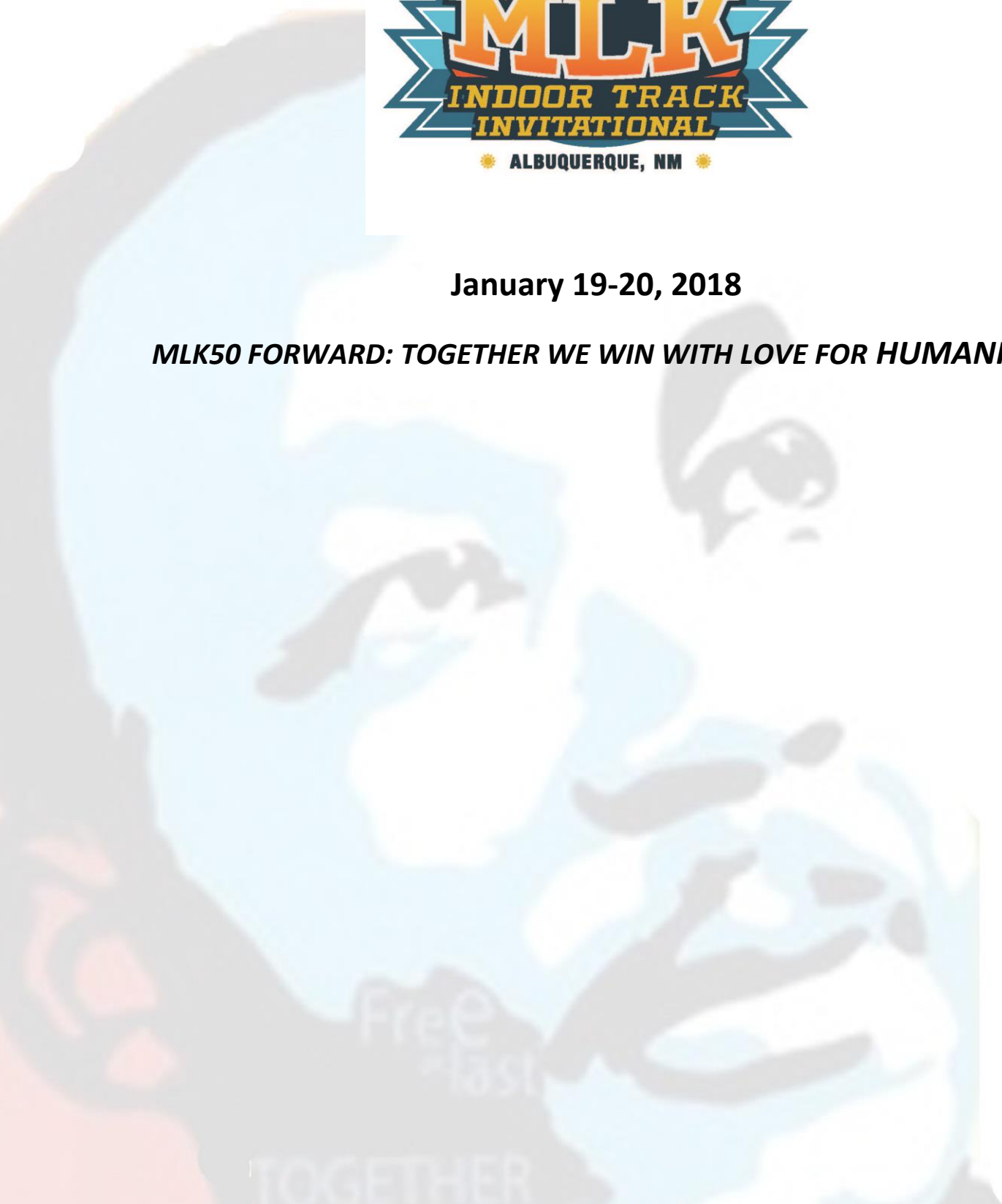
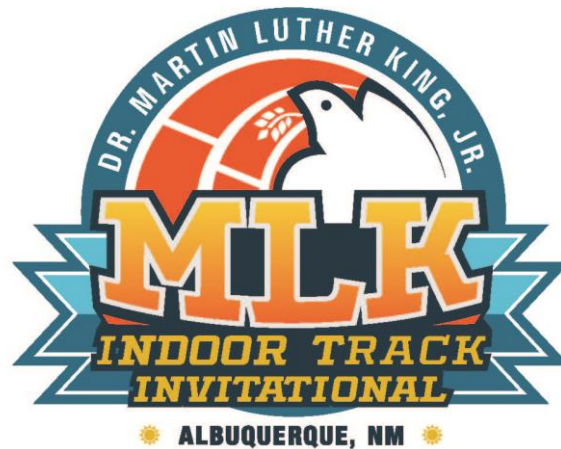


**January 19-20, 2018**

***MLK50 FORWARD: TOGETHER WE WIN WITH LOVE FOR HUMANITY***





The Martin Luther King, Jr. State Commission (MLK Commission), The University of New Mexico (UNM) Athletic Department and the City of Albuquerque (COA) Parks and Recreation Department are proud to announce the 2<sup>nd</sup> Annual *MLK Indoor Track Invitational*, a collegiate and high school track meet.

The MLK Indoor Track Invitational will take place on January 20, 2018 on the Mondo Indoor Track staged at the Albuquerque Convention Center (a mile above sea level). Albuquerque has become the indoor track mecca of the country attracting large crowds for collegiate and USA Track and Field scheduled events. The recently resurfaced Mondo Track is the highest quality indoor track and field venue in the United States.

UNM, COA Parks and Recreation, and the MLK Commission are seeking local partners to sponsor this event. Your partnership ensures events like this will continue to choose Albuquerque as the premiere location for indoor track meets, which translates to economic benefits for our entire community.

All proceeds will benefit the programs and services of the MLK Commission. The Commission is a state agency created by the legislature of the state of New Mexico in 1978. The mission is to promote Martin Luther King, Jr.'s philosophy on human rights, equality, nonviolence, social change and unity/interconnectedness to the people of New Mexico, through remembrance, celebration and action. The Indoor Track Invitational coincides with the annual MLK March and Commemoration Ceremony organized by the MLK Commission. For more information on the MLK Commission, visit [www.nmmlksc.org](http://www.nmmlksc.org) or call 505-222-6466.

Please consider the following sponsorship opportunities for the MLK Indoor Track Invitational. Any sponsorship level you would like to secure will be greatly appreciated.

# SPONSORSHIP OPPORTUNITIES

## **TITLE “I Have a Dream” SPONSOR \$10,000**

- Corporate name listed in the title of the event
- 3 banners in full view of spectators
- Full-page inside cover ad in the competition program
- Title recognition on T-shirts
- Up to 2 dozen souvenir T-shirts available
- Award presentation to event winners in select events
- PSAs recognizing title sponsorship
- Logo on all media advertising
- Link to MLK website and social media
- Inclusion in Local Media Day events

## **PLATINUM “Peace” SPONSOR \$5,000**

- 2 banners in full view of spectators
- Full-page back or inside-back cover ad in the competition program
- Up to 1 dozen souvenir T-shirts available
- Sponsor recognition on T-shirts
- Award presentation to event winners in select events
- PSAs recognizing sponsorship
- Logo on all select advertising
- Link to MLK website and social media
- Inclusion in Local Media Day events

## **GOLD “Civil Rights” SPONSOR \$2,500**

- Space for 1 banner in full view of spectators
- Half (½) page ad in the competition program
- Up to 6 souvenir T-shirts
- Sponsor recognition on T-shirts
- Award presentation to the event winners in selected events
- PSAs recognizing sponsorship
- Logo on select advertising
- Link to MLK website and social media
- Inclusion in Local Media Day Events

## **SILVER “Courageous” SPONSOR \$1,000**

- 1 banner in full view of spectators
- Quarter (1/4) page ad in the competition program
- Up to 5 souvenir T-shirts available
- PSAs recognizing sponsorship
- Inclusion in Local Media Day Events

## **BRONZE “Friendship” SPONSOR \$750**

- Provide space for ½ banner to be in full view of spectators
- Quarter (1/4) page ad in the competition program
- Up to 4 souvenir T-shirts available
- General PSA announcements

## **TURQUOISE “Justice” SPONSOR \$500**

- Up to 3 souvenir T-shirts available
- Business card-size ad in the competition program
- PA announcements

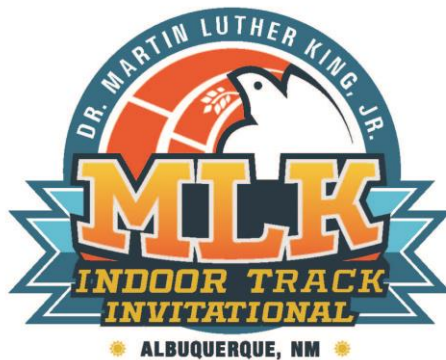
## **CRYSTAL “Love” SPONSOR \$250 and below**

- Recognition in the competition program
- Up to 2 souvenir T-shirts available commemorating the event

For more information contact:

Stephen Madrid, Recreation Division Manager/Parks and Recreation [smadrid@cabq.gov](mailto:smadrid@cabq.gov)  
505-768-6041

Diane Mourning Brown, Associate Director, MLK Commission [DianeM.Brown@state.nm.us](mailto:DianeM.Brown@state.nm.us)  
505-222-6465



## MLK Indoor Track Invitational Sponsorship Authorization

**Please reply by December 21, 2017**

*Please Print or type the requested information below as it should appear for the event.*

Contact Person: \_\_\_\_\_

Organization/Agency Name \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Address \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

**Sponsorship Level (check one):**

Title \$10,000 \_\_\_\_\_ Platinum \$5000 \_\_\_\_\_ Gold \$2500 \_\_\_\_\_ Silver \$1000 \_\_\_\_\_ Bronze \$750 \_\_\_\_\_

Turquoise \$500 \_\_\_\_\_ Crystal \$250 and below \_\_\_\_\_ Other Donation \$ \_\_\_\_\_

# T-Shirts: Small \_\_\_\_\_ Medium \_\_\_\_\_ Large \_\_\_\_\_ XL \_\_\_\_\_ 2XL \_\_\_\_\_ 3XL \_\_\_\_\_

**Payment Type:**

Check Enclosed: \$ \_\_\_\_\_

Type of Credit Card \_\_\_\_\_

Credit Card # \_\_\_\_\_ Expiration date \_\_\_\_\_

Name on Card \_\_\_\_\_

Signature of Authorized Representative \_\_\_\_\_ Date: \_\_\_\_\_

Make checks payable to: **Albuquerque Community Foundation. Your contribution is tax deductible.**  
**Please provide a logo in .jpg or .png format to Stephen Madrid [smadrid@cabq.gov](mailto:smadrid@cabq.gov).**

**Mail checks to:** Albuquerque Community Foundation  
PO Box 25266  
Albuquerque, NM 87125-5266