



McKinney Black History Month 2024

EMPOWER.
ENLIGHTEN.
EMBRACE.

www.MckinneyBHM.com

BECOME A SPONSOR

Our Black History Month Committee invites you to join us as we empower, enlighten, and enhance the community and culture in which McKinney's African-American heritage is rooted. We enthusiastically encourage you to take this journey with us as a participating sponsor or individual donor.

We are proud of the 2024 McKinney Black History Month campaign and month-long celebration which includes incredible programming and signature events for McKinney residents and visitors.

Join us in a unique opportunity to celebrate and engage with the rich tapestry of diversity in McKinney. As a sponsor for the 2024 McKinney Black History Month (MBHM), you will play a pivotal role in bringing together various communities and collaborating with esteemed MBHM partners.

Why Sponsor MBHM 2024?

- **Enhance Community Engagement:** Your sponsorship will help us create events that engage and educate the community, fostering a deeper sense of unity and understanding.
- **Visibility and Brand Association:** Align your brand with a cause that values diversity, heritage, and education. Gain visibility among a diverse and engaged audience.
- **Networking Opportunities:** Connect with local leaders, community members, and other businesses committed to celebrating diversity and heritage.
- **Make a Lasting Impact:** Your support will have a lasting impact on the community, helping to preserve and promote the rich African-American heritage in McKinney for future generations.

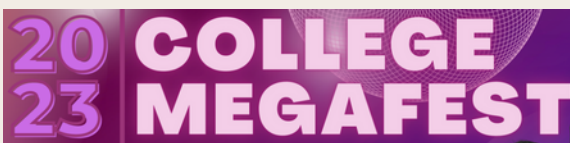
Join Us on This Journey

Together, we can make the 2024 McKinney Black History Month a memorable and impactful event for everyone involved. For more information on how to become a sponsor, please contact [contact information].

We look forward to partnering with you in celebrating the vibrant history and culture of our community during McKinney Black History Month 2024.

REFLECTION ON MBHM 2023

We are thrilled to reflect on the success of the 2023 MBHM campaign, a month-long celebration that brought together residents and visitors through a series of incredible programs and signature events. These events not only commemorated the African-American heritage in McKinney but also fostered a deeper understanding and appreciation of the diverse cultures that enrich our community.



Opal Lee

"Grandmother of Juneteenth" & Nobel Peace Prize Nominee



Derrick Evers

Co-Founder & CEO of Kaizen Development Partners



FREE ALL-AGES EVENT

Emmitt Smith

Pro Football Hall of Fame
3x Super Bowl Champion
8x NFL Pro-Bowl



Ron Kirk

Former Dallas Mayor,
US Trade Representative,
& Former Texas Secretary of State



SPONSORSHIP BENEFITS



As a sponsor, your organization enjoys a range of benefits that not only enhance your brand presence but also demonstrate your commitment to community and cultural inclusivity:

- **Enhanced Brand Visibility:** Elevate your company's brand awareness through active participation in our diverse array of MBHM activities, events, and outreach initiatives.
- **Community Outreach Fulfillment:** Align your company's community outreach goals with tangible actions, cementing your reputation as a business dedicated to community betterment.
- **Cultural Competency Showcase:** Showcase your company's commitment to inclusion and diversity, enhancing your corporate image as culturally competent and engaged with the African-American community.
- **Strategic Networking Opportunities:** Gain access to a network of hundreds of event attendees, including city and county officials, and forge connections with community and corporate partners who are passionate about fostering an inclusive and accepting environment.
- **Tax Benefits:** Benefit from a tax deduction by donating to a 501(c)(3) tax-exempt organization, making your sponsorship not only a socially responsible decision but also a financially savvy one.

Sponsors may benefit from high-level branding opportunities and new customer awareness through McKinney Black History Month promotions, events, and activities:

◆ **Print** ◆ **Website** ◆ **Social Media** ◆ **Email Marketing** ◆
◆ **Event Signage** ◆ **Flyers** ◆ **Press Releases** ◆ **Media Coverage** ◆
◆ **Digital and Print Programs** ◆

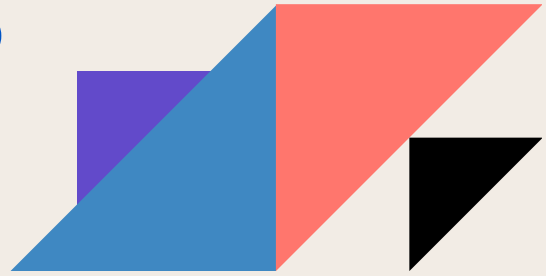
SPONSORSHIP LEVELS



Legend Sponsor \$25,000 (Title Sponsor - 3 Available)

- Naming rights to one of three signature events
- Brief pre-recorded remarks (up to 2 minutes long) shown on screen during the kick-off of virtual events and in-person events using video
- Company provided, 30-second advertisement shown during events
- Sponsor Recognition Award
- Corporate banner and logo displayed at event
- Company name and logo listed in sponsor acknowledgment announcements and videos shown during the events as the Signature Legend Sponsor
- Company branded as the Signature Legend sponsor in all email marketing and social media promotion
- Company name, logo, and link to company website on the event page
- Full-page ad on the inside front cover of digital programs, back cover, or inside back cover
- 10 tickets to the Signature Black History Month Gala

SPONSORSHIP LEVELS



Ally Sponsor \$10,000

- Company provided, 30-second advertisement shown during events
- Company name and logo listed in sponsor acknowledgment announcements and videos shown during the events
- Sponsor Recognition Award
- Company branded as a sponsor in all email marketing and social media promotion
- Company name, logo, and link to company website on the event page
- Full-page ad on the middle insert of digital program
- 6 tickets to Signature Black History Month Gala

Heritage Sponsor \$5,000

- Company provided, 30-second advertisement shown during events
- Company name and logo listed in sponsor acknowledgment announcements and videos shown during the events
- Company branded as a sponsor in all email marketing and social media promotion
- Company name, logo, and link to company website on the event page
- Half-page ad on the inside back cover of the digital program
- 4 tickets to Signature Black History Month Gala

SPONSORSHIP LEVELS



History Maker Sponsor \$2,500

- Company name and logo listed in sponsor acknowledgment announcements and videos shown during the events
- Company branded as a sponsor in all email marketing and social media promotion
- Company name, logo, and link to company website on the event page
- 2 tickets to Signature Black History Month Gala

Champion Sponsor \$1,000 to \$500

- Company name and logo listed in sponsor acknowledgment announcements and videos shown during the events
- Company branded as sponsor in all email and social media promotion
- Company name, logo, and link to company website on the event page

Media Sponsor (Ad/Promotion Donation)

- Company name and logo listed in sponsor acknowledgment announcements and videos shown during the events
- Company branded as sponsor in all email and social media promotion
- Company name, logo, and link to company website on the event page as Media Sponsor

Patron Sponsorship for Individuals \$500 to \$100

- Name listed as Patron Sponsor on the McKinney Black History Month website



**MCKINNEY
BLACK
HISTORY
MONTH**




**CONTACT
US FOR
INQUIRIES**


**MCKINNEY BLACK
HISTORY MONTH '24**

 www.McKinneyBHM.com

Gere Feltus

 gfeltus@gmail.com

Chantelle Kadala

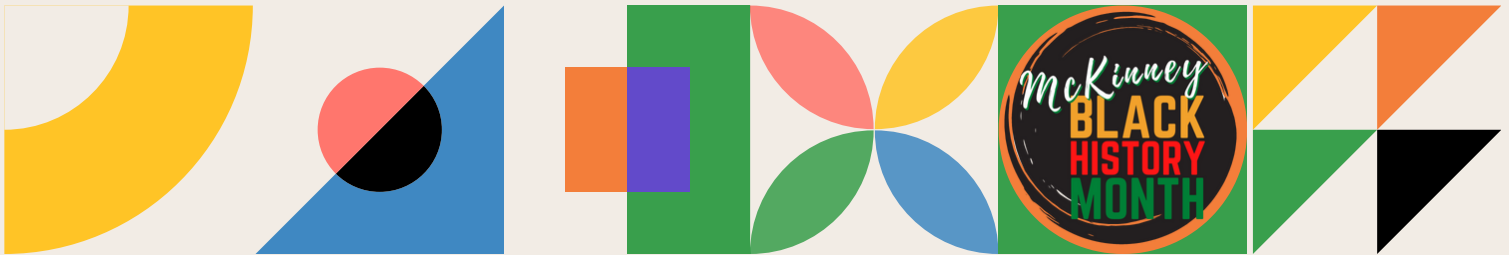
 contactkadala@gmail.com



THANK YOU!



Thank you in advance for considering a partnership with us. We are not only excited but also deeply committed to working together to create a lasting legacy in McKinney, Texas, and beyond – a legacy that is firmly rooted in education, inclusion, and diversity.



LET'S DO THIS...

The McKinney Chamber Foundation (EIN: 20-8285256) is a tax-exempt 501(c)3 organization and sponsorship contributions and donations are tax-deductible to the extent permitted by law.

Checks can be mailed to the McKinney Chamber Foundation at 7300 State Highway 121, Suite 200, McKinney, TX 75070.

The McKinney Black History Month Committee reserves the right to reject any request for sponsorship at its sole discretion.