



**MCKINNEY
BLACK
HISTORY
MONTH**

HOME COMING

**WHERE LEGACY MEETS
CELEBRATION**



**2025
SPONSORSHIPS**

www.MckinneyBHM.com

BECOME A SPONSOR

Join Us for MBHM 2025: Homecoming – Where Legacy Meets Celebration

The 2025 McKinney Black History Month (MBHM) celebration will be unlike any other as we channel the vibrant spirit of Historically Black Colleges and Universities (HBCU) homecoming events. This year's theme, "Homecoming: Where Legacy Meets Celebration," captures the essence of pride, tradition, and community as we honor the remarkable contributions of African Americans locally and nationally. McKinney residents and visitors are invited to celebrate this rich heritage with us through dynamic, culturally enriching events throughout February 2025.

Your sponsorship will help us create events that foster unity, education, and celebration in the McKinney community. This partnership will give you unique visibility while aligning your brand with a cause that values diversity, heritage, and education.

Why Sponsor MBHM 2025?

- **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.

Invitation to You

The McKinney Black History Month Committee is excited to invite you to be part of our 2025 campaign. With your support, we can empower, enlighten, and embrace the spirit of homecoming as we celebrate the African American legacy and culture in McKinney. By joining us as a sponsor or individual donor, you will help us create a memorable and impactful month-long celebration for residents and visitors alike.

SPONSORSHIP BENEFITS



As a 2025 McKinney Black History Month program sponsor, your organization will gain exceptional visibility and align itself with a powerful community celebration that champions diversity, heritage, and inclusion. By partnering with us, you'll enjoy exclusive benefits that elevate your brand, showcase your commitment to social responsibility, and position you as a leader in community engagement.

- **Amplified Brand Visibility:** Maximize your brand's exposure by being featured across highly visible MBHM activities, events, and marketing campaigns. Your organization will be front and center in all promotional materials, ensuring strong recognition among a diverse and engaged audience.
- **Meaningful Community Impact:** Take your Sponsor's community outreach to the next level by directly supporting initiatives that foster unity, education, and cultural awareness. Your sponsorship will demonstrate a tangible commitment to community betterment, enhancing your reputation as a socially conscious organization.
- **Showcase Leadership in Diversity & Inclusion:** Highlight your Sponsor's dedication to fostering an inclusive and equitable community. Through your support of MBHM, you will enhance your corporate image as a champion of diversity, gaining the trust and admiration of McKinney's African American community and beyond.
- **Access to Strategic Networking Opportunities:** Gain direct access to hundreds of event attendees, including city and county officials, business leaders, and community influencers. Forge valuable connections with those who share your passion for inclusivity, diversity, and community-building, positioning your brand as an active leader in the local business community.
- **Financially Smart and Socially Responsible:** Sponsoring MBHM is not only a socially impactful decision—it's also a financially savvy one. Enjoy tax benefits by contributing to a 501(c)(3) tax-exempt organization, ensuring your investment in the community comes with financial advantages.

Sponsors will enjoy premier branding opportunities and exposure across all McKinney Black History Month promotions and events, including:

**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 during in-person events using video
- Sponsor provided, 30-second ad shown during events
- Sponsor name and logo listed in sponsor acknowledgment announcements and videos shown during the events as the Signature Legend Sponsor
- Sponsor branded as the Signature Legend sponsor in all, physical and digital displays, email marketing and social media promotion
- Sponsor name, logo, and link to Sponsor 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

HOMECOMING
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SPONSORSHIP LEVELS



Ally Sponsor \$10,000

- Sponsor provided, 30-second advertisement shown during events
- Sponsor name and logo listed in sponsor acknowledgment announcements and videos shown during the events
- Sponsor branded as a sponsor in all email marketing and social media promotion
- Sponsor name, logo, and link to Sponsor 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

- Sponsor provided, 30-second advertisement shown during events
- Sponsor name and logo listed in sponsor acknowledgment announcements and videos shown during the events
- Sponsor branded as a sponsor in all email marketing and social media promotion
- Sponsor name, logo, and link to Sponsor 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

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

Champion Sponsor \$1,000 to \$500

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

Media Sponsor (Ad/Promotion Donation)

- Sponsor name and logo listed in sponsor acknowledgment announcements and videos shown during the events
- Sponsor branded as sponsor in all email and social media promotion
- Sponsor name, logo, and link to Sponsor 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

Thank you in advance for considering a partnership with the McKinney Black History Month program. 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.



HOME COMING

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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.

CONTACT US FOR INQUIRIES



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