

*McKinney*  
**BLACK  
HISTORY  
MONTH**

**SPONSORSHIP**

**OPPORTUNITIES**





# MCKINNEY BLACK HISTORY MONTH **LEGENDS TO LEGACIES 2022**

## **Benefits of Sponsorship:**

Sponsors enjoy wide-reaching benefits while impacting the community in a positive manner.

- Grow brand awareness for your company through our Black History month activities, events, and outreach.
- Help with achieving company community outreach objectives - solidifying your company as an organization dedicated to bettering the community.
- Create awareness of your corporate inclusion and cultural competency while enhancing the engagement of your organization with our African American community.
- Connect with hundreds of event attendees, city and county officials, and community and corporate partners committed to preserving an inclusive and accepting environment in our city, organizations, and workplaces.
- Give your company a tax deduction for donating to a 501(c) 3 tax-exempt organization.
- 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*

Our Black History Month Committee invites you to celebrate, expand and uplift the experiences 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.



# MCKINNEY BLACK HISTORY MONTH

## Sponsorship Levels

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

- Naming rights to one of three signature events: Harlem Renaissance Night, Art Show, or Lecture Series
- Brief one-two minute pre-recorded remarks 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
- 12 tickets to Harlem Renaissance Night
- 6 swag bag/gift sets



## 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
- Half-page flyer insert in swag bags
- 4 tickets to Harlem Renaissance Night
- 2 swag bag/gift sets

### **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 digital program
- Quarter-page flyer insert in swag bags
- 4 tickets to Harlem Renaissance Night
- 2 swag bag/gift sets



# MCKINNEY BLACK HISTORY MONTH

## 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 Harlem Renaissance Night
- 1 swag bag/gift sets

### 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 \$100

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



## MCKINNEY BLACK HISTORY MONTH

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.

**THANK YOU, AND WE LOOK FORWARD TO PARTNERING TO CREATE A LEGACY OF EDUCATION AND CULTURAL DIVERSITY IN MCKINNEY, TEXAS, AND BEYOND.**

**PLEASE VISIT [MCKINNEYBHM.COM](https://mckinneybhm.com) TO MAKE A DONATION BY DEBIT OR CREDIT CARD.**

CONTACT LISA HERMES AT (214) 886-1303 TO OBTAIN SPONSORSHIP LEVEL CHECK PAYMENT DETAILS.

DEADLINES ARE SET FOR PROMOTIONAL MATERIALS. DONATIONS ARE ACCEPTED THROUGHOUT THE YEAR AND THE SPONSORSHIP CONFIRMATION DEADLINE IS JANUARY 10, 2022.