

SPONSOR OPPORTUNITIES 2018

SUMMER, SAND & SOUL: A PARTY WITH A PURPOSE

Changing lives for over 50 years - Martin Luther King Multi-Purpose Center

MARTIN LUTHER KING MULTI-PURPOSE CENTER: BACKGROUND & MISSION

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OUR CORE MISSION

The Martin Luther King Multi-Purpose Center, (affectionately known as The Center), aims to provide supplemental educational, health, cultural, social and recreational programs that empower children, adults and elders to achieve personal success, as they contribute to the building of a stronger, more sustainable society.

The Center also strives to preserve the ideals of non-violence, peace, human rights, social justice, and equality, embodying Dr. King's dream of building the *"Beloved Community"*.

Photo: The Center supplements its activities with outings to educational and cultural institutions, including the Liberty Science Center (above), American Museum of Natural History, among others.

MARTIN LUTHER KING MULTI-PURPOSE CENTER: BACKGROUND & MISSION

Programming for Underserved Children

OPERATIONAL CHALLENGES IMPACTING OUR CHILDREN

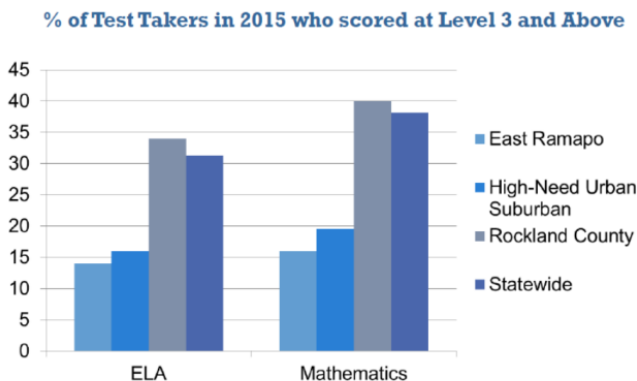
Nearly all of the students participating in the MLK Center's after-school programs attend East Ramapo Schools, in a district where an estimated 8,500 children attend public schools and 24,000 attend private religious schools. After years of cuts in spending and failed budgets (see chart below), the East Ramapo School District now has Rockland's lowest graduation rates and the lowest scores on NY State English Language Arts (ELA) and math tests.

THE CENTER ADDRESSES CRITICAL NEEDS

The Martin Luther King Multi-Purpose Center has one of two NYS accredited after school programs in Rockland County, providing educational assistance, mentoring, socialization skills, and hot meals for at-risk youth.

- 80% of the children entering our programs are performing below grade level objectives.
- 30% of our students have Individualized Educational Plans (IEPs), due to academic or behavioral difficulties.
- The Center has added arts programs, addressing a need created when the school district reduced elementary art and music programs.

Grades 3-8 Test Results



Source: [Update from NY State Monitors, Dennis Wolcott – Sept. 2015: East Ramapo](http://www.p12.nysed.gov/docs/east-ramapo-fiscal-monitor-presentation.pdf)
<http://www.p12.nysed.gov/docs/east-ramapo-fiscal-monitor-presentation.pdf>

THE CENTER'S ACCREDITED PROGRAMS HELP CHANGE LIVES

To maintain our licensing and NY accredited designation, the Martin Luther King Multi-Purpose Center has a higher staff to student ratio than many similar programs. We draw on the skills of current and retired teachers.

MARTIN LUTHER KING MULTI-PURPOSE CENTER: BACKGROUND & MISSION

- 100% of the children attending our after school program in 2016-7 were promoted to their next grade.
- Students who participated in our Programs demonstrated a greater retention of academic gains made during the prior school year.
- Children build skills – 70% of their time is focused on academics. Homework help, small group, and individual assistance represent core features.
- 90% of children and parents have a favorable opinion of the After-School Program.
- 90% of students demonstrated positive social behavior and fewer disciplinary incidents at school.
- 85% of students received satisfactory or higher homework marks on grade school reports.
- 85% of teachers indicated participation After School Program benefitted student performance
- The Center uses web-based academic programs daily. It provides tablets for children to complete homework and send online, and offers desktops and more in our mini-computer lab.

TESTIMONIALS



“The Martin Luther King Multi-Purpose Center opened the doors, and provided me with the skills and resources to take advantage of the many opportunities that have since come my way. I wouldn't be here without it, and for that I am thankful.” - Florby Dave Dorme, NYU Class of 2016

“I deeply believe my experience at the Martin Luther King Multi-Purpose Center helped me evolve into the person I am today, and I appreciate the opportunities and knowledge I have gained from being a part of the Center's family.” - Chanai Raiford, BA Virginia State University; MA Adelphi 2016

Rationale and Benefits to Your Sponsorship

MLK BRAND PARTNERS

- Support a quality community-wide event that expands brand reach, offering promotional opportunities with a diverse audience.
- Enjoy multi-touch points of engagement with Center, "key influencers," civic organizations, county officials, key stakeholders and constituents in a relaxed setting.
- Receive acknowledgement of your company or group on the Center's email blasts as an event partner and sponsor throughout the marketing period. Lead sponsors will have their logo featured in the event mailing, which reaches over 1,500 households.
- Inclusion of your logo on a custom "Red Carpet Event" banner (photo backdrop) for promotional photos, media, and attendee photos, ensuring extended social media promotion.
- Benefit from loyalty marketing to an appreciative audience that values your support.
- Tailored event opportunities can be crafted on behalf of your company or organization.

SOCIAL MEDIA LINKAGES

- Inclusion on MLK Social Media platforms such as Facebook and Twitter with more than 900 followers, as well as affiliated community groups which will spread our message to thousands more.

ACCESS TO AUDIENCE ATTENDEES

- Enjoy media partnerships and co-branding opportunities, links from the Center's website as an official sponsor
- Offer branded materials for inclusion in gift bags and attendee giveaways

Supporters, Sponsors, and Media Partners have included:



PARTNERING WITH “THE CENTER”

Summer Sand & Soul ~ July 29, 2018 ~ from 1 to 5 pm

Our third annual summer fundraiser combines a waterfront venue, a diverse crowd, and relaxed vibe.



Partner with us and help meet a matching grant by the Kurz Family Foundation.

The Center’s newest signature event is quickly becoming a crowd favorite! This informal summer party is long on music and short on speeches -- and is set in a spectacular Hudson River waterfront venue known for quality food and drink. Piermont, New York is a popular regional destination and our venue, Pier701 boasts the largest waterfront deck in the area and its own private beach. In addition to spinning classic soul and funk hits, Sam Waymon & the Magic Band will also perform this year. Sam recently represented his sister, the late Nina Simone, when she was inducted into the Rock & Roll Hall of Fame in April 2018. Sound system provided by Thomas Weddington and Micheal Bonelli.

Click to see media [coverage of this event.](#)

Audience

- Over 250 people attended our 2017 event from Rockland, Bergen, Westchester Counties in Metro NY.
 - Affluent HHI: 95-100K(+) with over 70 percent college graduates and homeowners.
 - M/F Ages 30(+), with a large quotient of professionals and singles
- Local and regional community leaders and elected representatives



Photo Credit: Stephen Paul

PARTNERING WITH “THE CENTER”

HELP US MATCH A GENEROUS CHALLENGE GRANT FROM THE KURZ FAMILY FOUNDATION

Mountain Top: \$3,500 + *Help us teach people to surmount their challenges and become their best.*

- Your Company or Organization’s name/logo to appear on all event publicity and banners, “red carpet” banner, e-blasts, and post card mailing (time sensitive).
- Social media shout-outs with logo, hashtag, and hyperlink to your website
- Options for challenge grants, marquee naming, welcome remarks, with related video and media.
- Ten (10) tickets, including beachfront table for four with company name and logo
- Options for branding, company table with materials, gift bags/giveaways at event.
- Public acknowledgement at the event & commemorative thank you gift from the Center.

Dream Sponsor: \$2,000 + *The Center changes lives. Sponsor a dream.*

- Your Company or Organization’s name/logo on event publicity and banners, email blasts with hyperlink to your website, postcard mailing (time sensitive), and more.
- Social media shout-outs, plus optional pull-up banner and giveaways at event.
- Eight (8) tickets, including beachfront table for four.
- Logo on “red carpet” banner & event tickets for several colleagues.
- Public acknowledgement at the event and commemorative thank you gift from the Center.

Station Sponsor: \$1,000 (\$750 Non-Profits) *Perfect for Small Businesses and Community Groups*

- Logo featured on event promotion materials, sponsor sign with your name/logo at event.
- Social media shout-outs, with name, logo, and link backs to your website.
- Public acknowledgement & station sign with your logo or group name on-site.
- Includes four (4) tickets to the event.



2017 “Station Sponsors” : Groove Phi Groove Fellowship and the United Methodist Church, New City

JOIN US IN CREATING DR. KING'S BELOVED COMMUNITY

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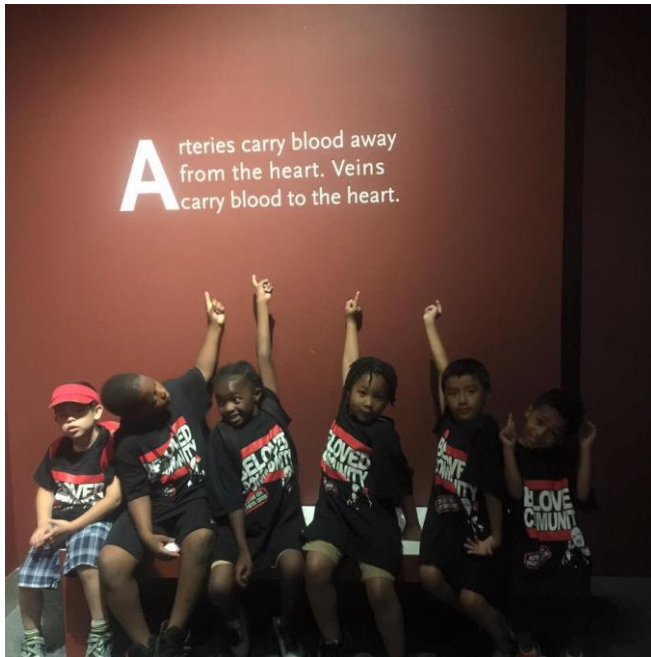
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Thanks for keeping our children in your heart.



Summer Program trip to Liberty Science Center. A proud artist at the Center's After School Program

Martin Luther King Multi-Purpose Center ~ 110 Bethune Blvd.; Spring Valley, N.Y.

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