



**2025 MLKFS Annual Social Justice Awards  
Saturday, October 18, 2025, Noon at Twin Hills Country Club  
Sponsorship Opportunities**

**CHAMPIONING SOCIAL JUSTICE TOGETHER**

*“We are determined...to work and fight until justice runs down like water and righteousness like a mighty stream.”*

*Justice thrives when we take action. How will you stand for social change?*

**~ SUPPORTING OUR VISION ~**

*We are building Dr. King’s Beloved Community – a just, compassionate region where all people are embraced and empowered to thrive holistically with dignity, strength, and equitable access to opportunities.*

**~ SUPPORTING OUR MISSION ~**

*Martin Luther King, Jr. Family Services leads with hope and drives action, shaping futures and igniting transformation across cultures and generations. Through innovative programs in educational enrichment, public health, youth leadership, food access and wellness, family support, and economic opportunity, we empower individuals, youth and families to overcome barriers, rise and lead purposeful, liberated lives.*

**~ BECOME A SOCIAL JUSTICE AWARDS SPONSOR~**

*These exclusive packages are curated for you to provide premium marketing exposure across all platforms. Moreover, your sponsorship support will empower others to show their conscious leadership, inspire equitable impact, & transform futures right here in our region!*



**Rev. Dr. Barbara Headley**

Faith-Based Leadership

Zion Community Baptist Church

**Justin Haynes**

Impact through Enterprise

JUS10H

**Kaleigha Green**

Arts and Cultural Advocacy

Springfield Cultural Partnership

**Sheldon Smith**

Architect of Equity and Expression

Make-It Springfield

**Rev. Dr. Terrlyn Curry Avery**

Race Relations Leadership

Healing Racism Institute

**Icie B. Jones**

Trailblazer Lifetime Achievement

Real Estate/Housing /Retired

**Dr. Tyonne Hinson**

Health Equity Advocacy

Baystate Health

**Andrew Morehouse and The Food Bank  
of Western Mass Team**

Civic Engagement Champions

Food Bank of Western Massachusetts

**Dawn DiStefano**

Equity in Education

Square One

**Maddy Landrau**

Equity in Economic Development

MassMutual



## LET US PUT THE SPOTLIGHT ON YOU WITH OVER 10,000 CONTACTS AND OUR PREMIUM MEDIA PARTNERS!

### Movement Leader: \$10,000

#### Centerpiece Sponsor Benefits Package:

- **Centerpiece Sponsor:** Logo branded centerpiece with QR code on 40 tables
- **Awardee Video Branding:** Prominent logo placement on all awardee tribute videos.
- **Event Visibility:** Dedicated pull-up banner on display at event
- **Engagement Opportunity:** Vendor/swag table to connect with attendees.
- **Priority Branding Exposure:**
  - Prime logo placement on event digital slides, print ads, and invitations.
  - Extensive pre- and post-event promotions across social media, radio, TV, and print.
- **On-Stage Acknowledgment:** Podium mentions throughout the event.
- **Premium Advertisement Placement:** Exclusive full screen digital ad placement of the digital event program.
- **Exclusive Seating:** One VIP table accommodating ten guests.

### Dignity Defender: \$10,000

#### Digital Program Sponsor Benefits Package:

- **Digital Program Sponsorship:** Showcase your brand with exclusive recognition—your company name prominently displayed on the covers of the digital event program
- **Awardee Video Branding:** Prominent logo placement on all awardee tribute videos.
- **Event Visibility:** Dedicated pull-up banner displayed throughout the event
- **Engagement Opportunity:** Vendor/swag table to connect with attendees.
- **Priority Branding Exposure:**
  - Prime logo placement on event digital slides, print ads, and invitations.
  - Extensive pre- and post-event promotions across social media, radio, TV, and print.
- **On-Stage Acknowledgment:** Podium mentions throughout the event.
- **Premium Advertisement Placement:** Exclusive full screen cover of digital ad placement of the digital event program.
- **Exclusive Seating:** One VIP table accommodating ten guests.



## Liberation Leader \$5,000

### Liberation Leader Sponsor Benefits Package:

- **Awardee Video Branding:** Prominent logo placement on all awardee tribute videos.
- **Engagement Opportunity:** Vendor/swag table to connect with attendees.
- **Priority Branding Exposure:**
  - Prime logo placement on event digital slides
  - Pre- and post-event promotions across social media, radio, TV, and print.
- **On-Stage Acknowledgment:** Podium mentions throughout the event.
- **Advertisement Placement:** Premium half screen digital ad placement in digital program.
- **Preferred Seating:** 5 Tickets in Reserved Seating

## Equity Amplifier: \$2,500

### Equity Amplifier Sponsor Benefits Package:

- **Engagement Opportunity:** Vendor/swag table to connect with attendees.
- **Priority Branding Exposure:**
  - Logo placement on event digital slides
  - Pre- and post-event promotions across social media, radio, TV, and print.
- **On-Stage Acknowledgment:** Podium mentions throughout the event.
- **Advertisement Placement:** Half page ad placement in program.
- **Preferred Seating:** 2 Tickets in Reserved Seating

## Bridge Builder: \$1,500

### Bridge Builder Sponsor Benefits Package:

- **Engagement Opportunity:** Vendor/swag table to connect with attendees.
- **Priority Branding Exposure:**
  - Prime logo placement on event digital slides
  - Pre- and post-event promotions across social media, radio, TV, and print.
- **On-Stage Acknowledgment:** Podium mentions throughout the event.
- **Advertisement Placement:** Premium quarter page ad placement in digital program.
- **Preferred Seating:** 2 Seats in Reserved Seating



Progress Partner: \$500

Progress Partner Sponsor Benefits Package:

- **Branding Exposure:**
  - Name listing on event digital slides
  - Pre- and post-event promotions across social media, radio, TV, and print.
- **Advertisement Placement:** Prominent name listing in digital program.
- **Preferred Seating:** 1 Ticket in Reserved Seating

Ad only (digital program): DUE by October 1

- Full page color ad (10w x 7.5): \$1000
- Half page color ad (Horizontal:10w x 3.75; Vertical: 5 x 7.5): \$750
- Quarter page color ad (3.625w x 4.75): \$500
- Name listing: \$150

### Ticket Pricing

- Individual Ticket: \$100
- Table of 10 : \$950



Thank you for your consideration. Please contact Claudia Pazmany, Chief Development Officer at [cpazmany@mlkjrfs.org](mailto:cpazmany@mlkjrfs.org) to join us in support of this transformational event.