



Martin Luther King Jr. Legacy Day

Monday
January 20, 2025
10 - 3 PM

For more information, visit:
museumofthenewsouth.org



Levine Museum of the New South is excited to offer sponsorship opportunities for Martin Luther King Jr Legacy Day, part of our popular Family Days series for families and children.

Levine Museum Family Days are festival-style events created to bring a big, diverse audience to celebrate and educate about important holidays and traditions. These events foster understanding of Charlotte and the diverse communities that shaped and continue to shape the region. More than 1500 people of all ages, representing the rich diversity of the Charlotte community, attend the annual Martin Luther King Jr Legacy Day.

Martin Luther King Jr Legacy Day is a celebration of MLK and the civil rights movement. The event features a variety of fun and meaningful family-oriented activities, speakers, foods, exhibits, and artistic performances throughout the day. The celebration has become a staple of holiday celebrations for many families in Charlotte and is one of Levine Museum's most highly attended events.



\$10,000

GOLD LEVEL

- Logo on welcome signage at event
- Logo on signage placed on stage
- Representative to provide welcoming remarks
- Featured in email blast to advertise event (20k+)
- Logo on event web page
- Sponsor featured in social media posts to advertise the event (36k+)
- Sponsorship mention in any media associated with the event
- Opportunity to have a table at the event
- Opportunity to provide branded attendee giveaways

\$5,000

SILVER LEVEL

- Logo on welcome signage at event
- Featured in email blast to advertise event (20k+)
- Logo on event web page
- Sponsor featured in social media posts to advertise the event (36k+)
- Sponsorship mention in any media associated with the event
- Opportunity to have a table at the event

\$1,500

BRONZE LEVEL

- Logo on welcome signage at event
- Sponsorship featured in email blast to advertise event (20k+)
- Logo on event web page
- Opportunity to have a table at the event

\$500

COMMUNITY LEVEL

- Logo on event web page
- Opportunity to have a table at the event

BENEFITS OF SPONSORSHIP

- Brand Visibility
- Community Engagement
- Marketing Opportunities
- Positive Impact

For more information about sponsorship opportunities, please contact tcarter@museumofthenewsouth.org.