

FORSYTH COUNTY

BOARD OF COMMISSIONERS

MEETING DATE: DECEMBER 19, 2019

AGENDA ITEM NUMBER: 7

SUBJECT: AMENDMENT TO THE FISCAL YEAR 2019-2020 BUDGET ORDINANCE TO TRANSFER FUNDS FROM CONTINGENCY FOR SPONSORSHIP OF THE DR. MARTIN LUTHER KING, JR., NOON HOUR COMMEMORATION

COUNTY MANAGER'S RECOMMENDATION OR COMMENTS: Recommend Approval

SUMMARY OF INFORMATION:

A request has been made to the Forsyth County Board of Commissioners to have Forsyth County participate as a sponsor of the 40th Annual Dr. Martin Luther King, Jr., Noon Hour Commemoration. This event is a celebration of Dr. Martin Luther King, Jr., to remember him, the Civil Rights Movement, and many others who participated with inspiring speakers, music, poetry, and a relevant theme.

As this is the 40th anniversary, there are plans to honor Ms. Mütter Evans, the organizing founder, for her tireless dedication and leadership in bringing the community together around timely issues.

As these funds were not included in the Fiscal Year 2019-2020 Budget Ordinance, staff is recommending a transfer of \$5,000 from Contingency to Special Appropriations be completed.

ATTACHMENTS: YES NO

SIGNATURE: *J. Dudley Watts, Jr. /AMS*

COUNTYMANAGER

DATE: December 16, 2019



40TH ANNUAL DR. MARTIN LUTHER KING, JR. NOON HOUR COMMEMORATION

The 40th Noon Hour Commemoration Committee
P.O. Box 24311 | Winston-Salem, North Carolina 27114 | 336-971-8852

SPONSORSHIP LEVELS

Mountain Top - \$10,000

- 3 Reserved tables at the 40th Gala (tables seat eight)
- Preferred seating at Gala
- VIP Reception with Special Guest
- Inside front cover ad in Souvenir Journal
- Noon Hour Reception with Special Guest
- Preferred reserved seating at Noon Hour Program
- Name/Logo in the Noon Hour Program
- Full on-screen sponsorship recognition
- Name/Logo on Website with links
- Prominent Recognition in Marketing materials
- Recognition in Media Releases
- Exhibit space at Noon Hour Program

Drum Major - \$5,000

- 2 Reserved tables at the 40th Gala (tables seat eight)
- VIP Reception with Special Guest
- Full page ad in Souvenir Journal
- Noon Hour Reception with Special Guest
- Reserved seating at Noon Hour Program
- Name/Logo in the Noon Hour Program
- Full on-screen sponsorship recognition
- Name/Logo on Website with links
- Recognition in Marketing materials
- Recognition in Media Releases

Dream Maker - \$3,500

- 1 Reserved table at the 40th Gala (tables seat eight)
- VIP Reception with Special Guest
- Half page ad in Souvenir Journal
- Noon Hour Reception with Special Guest
- Reserved seating at Noon Hour Program
- Name/Logo in the Noon Hour Program
- Half on-screen sponsorship recognition
- Name/Logo on Website with links
- Recognition in Marketing materials
- Recognition in Media releases

Torch Bearer - \$2,500

- Four reserved seats at the 40th Gala
- VIP Reception with Special Guest
- Quarter page ad in Souvenir Journal
- Noon Hour Reception
- Reserved seating at Noon Hour Program
- Name/Logo in the Noon Hour Program
- Quarter on-screen recognition
- Name/Logo on Website with links
- Recognition in marketing materials

Freedom Fighter - \$1,500

- Two reserved seats at the 40th Gala
- VIP Reception with Special Guest
- Business Card ad in Souvenir Journal
- Reserved seating at Noon Hour Program
- Name/Logo in the Noon Hour Program
- Name/Logo on Website with links
- Recognition in Marketing materials



40TH ANNUAL DR. MARTIN LUTHER KING, JR. NOON HOUR COMMEMORATION

The MLK Noon Hour Commemoration Committee
P.O. Box 24311 | Winston-Salem, North Carolina 27114 | 336-971-7852

SPONSORSHIP INFORMATION FORM

Name of Organization _____

Contact Person: _____ Title: _____

Address: _____

Telephone: Business _____

Cell _____

E-mail _____

___ Mountain Top - \$10,000

___ Drum Major - \$5,000

___ Dream Maker - \$3,500

___ Torch Bearer - \$2,500

___ Freedom Fighter - \$1,500

Your Tax-deductible Sponsorship Check should be made payable to: **MAD**
Communications and mailed to:

MLK Noon Hour Commemoration Committee
P.O. Box 24311
Winston-Salem, NC 27114

Questions and comments should be directed to Mütter Evans, 336-971-7852 or
mutterevans@gmail.com

Thank you in advance for your support!



**40TH ANNUAL
DR. MARTIN LUTHER KING, JR. NOON HOUR COMMEMORATION**

The MLK Noon Hour Commemoration Committee
P.O. Box 24311 | Winston-Salem, North Carolina 27114 | 336-971-7852

October 16, 2019

Greetings!

In 1981, five years before celebrating the Dr. Martin Luther King, Jr. holiday became official, the MLK NOON HOUR COMMEMORATION was initiated by Ms. Mütter Evans to remember him, the Civil Rights Movement, and many others who participated with inspiring speakers, music, poetry, and a relevant theme. Local community leaders, organizations, and volunteers whose body of work positively impacted civil and human rights have been awarded the MLK "Dare to Make a Difference" Award.

2020 marks the 40th anniversary! Thousands have learned the history and were challenged by phenomenal speakers who donated their time, such as North Carolina Representatives G. K. Butterfield and Alma Adams, Rev. Dr. William Barber, II, Dr. Maya Angelou, former WFU President Dr. Thomas Hearn, Rev. Gerald Durley of Atlanta, and Melissa Harris-Perry, to name a few.

The committee is planning the MLK Noon Hour Commemoration 40th Anniversary celebration and to honor Ms. Evans, the organizing founder, for her tireless dedication and leadership, in bringing our community together around timely issues and reminding us of the history we should never forget.

Saturday, January 18, 2020 a ticketed dinner will feature a documentary that tells the unique history and highlights speakers through audio, video, and photos, along with outstanding guest soloists, groups, and choirs who mesmerized audiences with their talent. The evening will also include a music performance by a recording artist and other special guests. An extraordinary speaker and a private reception with the sponsors will highlight Monday's MLK Noon Hour Commemoration.

The sponsorship packages are attached for your review. For further information, please do not hesitate to contact me at _____.

Thank you for your consideration. Save the dates: **January 18th and 20th, 2020!**

Sincerely,



40TH ANNUAL DR. MARTIN LUTHER KING, JR. NOON HOUR COMMEMORATION

The MLK Noon Hour Commemoration Committee
P.O. Box 24311 | Winston-Salem, North Carolina 27114 | 336-971-7852

SOUVENIR BOOK AD | GALA TICKETS

To commemorate the 40th Anniversary of the Dr. Martin Luther King, Jr. Noon Hour Commemoration, a gala event will be held January 18, 2020, in addition to the MLK Noon Hour on January 20, 2020, and a souvenir book will be published. Your support is appreciated! Purchase an ad and/or gala tickets for your business, organization, or yourself. Please select your choice(s).

SOUVENIR AD BOOK

- _____ Back Cover - \$650 (8.5 x 11)
- _____ Full Page - \$500 (8.5 x 11)
- _____ Half Page - \$275 (8.5 x 5.5)
- _____ Quarter Page - \$150 (5.5 x 4.25)
- _____ Business Card - \$80 (2.75 x 2.125)
- _____ Patron - \$50 (Single Name Listing unless a married couple)

****Please note: All ads must be camera ready in a high resolution jpg, png or pdf format.**

GALA TICKETS

Tickets _____ @ \$65 = _____

Table seats 8

Tables _____ @ \$520 = _____

Total Remittance _____

Submitted by: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

The deadline for submitting ads and payment is **December 1, 2019**. Please email this form along with your ad to: mutterevans@gmail.com. Upon receipt, you will be sent an invoice with a link for payment. Or mail the form with payment and please make check(s) payable to: **MAD Communications**. Mail to:
MAD Communications (Making A Difference)
P.O. Box 24311
Winston-Salem, NC 27114

For additional information: please contact Mütter Evans at 336-971-7852.