

MARTIN LUTHER KING, JR. WEEKEND OF SERVICE

Wednesday, January 10th - THROUGH— Monday, January 15th

Overview of the Martin Luther King, Jr. Weekend of Service Events

Why Support this Event?

The **Martin Luther King, Jr. Weekend of Service Event** will kick-off on Wednesday, January 10 with a Community Conversation for volunteer leaders and community members entitled: **Racial Equity: Practices and Competencies to Build Stamina and Strength**. This conversation will be led by Natasha A. Harrison, an award winning equity and social justice practitioner, and will include panelists sharing learnings and best practices. The conversation will examine the ways individuals and organizations can change policies, practices, systems and structures by prioritizing measurable change in the lives of Black, Indigenous, and People of Color (BIPOC).

- *High visibility with elected officials, business and community leaders, and your customers and employees.*
- *Demonstrate your commitment to service, racial equity, and volunteerism for a better community.*
- *Enhance your position as a leader, celebrating volunteerism by aligning your brand with these well-established annual weekend events.*
- *Receive region-wide recognition pre- and post- event.*

Then, on Monday, January 15th, Volunteer Fairfax will host **Give Together**, a family-friendly volunteer event that aims to introduce young people to volunteering and MLK, Jr's message of building a beloved community through **understanding, support and volunteerism**.

Children as young as 5 years old will participate in thoughtful, engaging volunteer projects working with local nonprofits across a variety of mission areas. Teen volunteers will also be involved in supporting this event as volunteer leaders.

EVENT SCHEDULE

Racial Equity: Practices and Competencies to Build Stamina and Strength

Wednesday, January 10

A 90-minute virtual Community Conversation with local leaders working to keep Dr. King's dream alive to ensure an equitable and just community.

Give Together

Monday, January 15

Guides families, youth, and teens as they learn about the work of local nonprofits and agency partners. This event fosters volunteerism in the next generation.

"Building Our Beloved Community Together"

PRESENTING SUPPORTER

~~\$15,000 (1 AVAILABLE)~~



Benefits Include:

- Opportunity to make remarks at the Community Conversation webinar prior to the MLK, Jr. Weekend of Service
- Invitation to attend the Community Conversation webinar
- Verbal and Visual Recognition at Community Conversation webinar
- Opportunity to make remarks at the Give Together event
- Blog post on VF website, subject to your approval, of your firm's experience as a supporter and volunteer for the MLK, Jr. Weekend of Service including photos of your staff in action (Content will be distributed via VF's social media platforms)
- Logo on signage at Give Together event
- Logo on Give Together children's activities passport
- Recognition as a supporter of VF's highly regarded Volunteer Management Training Program which teaches best practices in volunteer management (over 1,300 global volunteer managers and coordinators attended last year)
- **NEW:** MLK, Jr. Weekend of Service Impact Recap Video showcasing your company's commitment to community service (Video will be shared across Volunteer Fairfax's digital platforms, providing lasting visibility and recognition)
- Hyperlinked logo in welcome email distributed prior to MLK, Jr. Weekend of Service event
- Hyperlinked logo in wrap-up email distributed after the MLK, Jr. Weekend of Service event
- Recognition on the VF-branded MLK, Jr. Weekend of Service Facebook album
- Listed as Presenting Supporter for MLK, Jr. Weekend of Service marketing communications
- Hyperlinked logo on MLK, Jr. Weekend of Service webpage
- Announcement of partnership via social media channel
- Opportunity to reserve up to a total of 10 in-person volunteer spots for staff members at MLK, Jr. Weekend of Service activities

PLATINUM SUPPORTER

~~\$10,000 (3 AVAILABLE)~~

(2 REMAINING)

Benefits Include:

- Invitation to Community Conversation webinar
- Verbal and Visual Recognition at Community Conversation webinar Blog post on VF website, subject to your approval, of your firm's experience as a supporter and volunteer for the MLK, Jr. Weekend of Service including photos of your staff in action (Content will be distributed via VF's social media platforms)
- Logo on signage at Give Together event
- Logo on Give Together children's activities passport
- Recognition as a supporter of VF's highly regarded Volunteer Management Training Program which teaches best practices in volunteer management (over 1,300 global volunteer managers and coordinators attended last year)
- Hyperlinked logo in welcome email distributed prior to MLK, Jr. Weekend of Service event
- Hyperlinked logo in wrap-up email distributed after the MLK, Jr. Weekend of Service event
- Recognition on the VF-branded MLK, Jr. Weekend of Service Facebook album
- Listed as Platinum Supporter for MLK, Jr. Weekend of Service marketing communications
- Hyperlinked logo on MLK, Jr. Weekend of Service webpage
- Announcement of partnership via social media channels
- Opportunity to reserve up to a total of 5 in-person volunteer spots for staff members at MLK, Jr. Weekend of Service activities

GOLD SUPPORTER

~~\$5,000 (4 AVAILABLE)~~
(3 REMAINING)

Benefits Include:

- Invitation to Community Conversation webinar
- Verbal and Visual Recognition at Community Conversation webinar
- Hyperlinked logo in welcome email distributed prior to MLK, Jr. Weekend of Service event
- Hyperlinked logo in wrap-up email distributed after the MLK, Jr. Weekend of Service event
- Recognition on the VF-branded MLK, Jr. Weekend of Service Facebook album
- Logo on signage at Give Together event
- Logo on Give Together children's activities passport
- Listed as Gold Supporter for MLK, Jr. Weekend of Service marketing communications
- Hyperlinked logo on MLK, Jr. Weekend of Service webpage
- Announcement of partnership via social media channels

SILVER SUPPORTER

~~\$1,500 (5 AVAILABLE)~~
(4 REMAINING)

Benefits Include:

- Invitation to Community Conversation webinar
- Verbal and Visual Recognition at Community Conversation webinar
- Hyperlinked logo in welcome email distributed prior to MLK, Jr. Weekend of Service event
- Logo on signage at Give Together event
- Logo on Give Together children's activities passport
- Listed as Silver Supporter for MLK, Jr. Weekend of Service marketing communications
- Hyperlinked logo on MLK, Jr. Weekend of Service webpage

