

L.A. WORKS PRESENTS

MLK VOLUNTEER FESTIVAL 2025

TAKE ACTION TO SUPPORT OUR BELOVED COMMUNITY

JANUARY 20, 2025

12:00 - 12:30 EARLY ENTRY FOR SPONSORS

12:30 - 3:30 EVENT

HOSTED AT THE LA MEMORIAL COLISEUM





ABOUT L.A. WORKS

L.A. Works was founded in 1991 to harness LA's volunteer power as a way to unite Angelenos and inspire action to help build a more equitable LA. Each year we mobilize more than 25,000 volunteers to address the critical issues impacting our community like food insecurity, homelessness, and climate change.

In 2023, L.A. Works mobilized more than 30,000 volunteers to directly impact the lives of 847,430 of our most vulnerable neighbors.

As Los Angeles' largest and longest-running volunteer action center, we reach individuals who may be in need of services provided by multiple agencies – for example, shelter from one, academic support for their children at another, and workforce training at a third.

L.A. Works volunteers are right by their side, sorting and distributing food, tutoring youth, and coaching on resume building to help break generational cycles of poverty.

MLK DAY OF SERVICE

At the Coliseum in 1964, Dr. King passionately and persuasively addressed 15,000 Angelenos on the issues of race relations and human dignity. His belief in the power of service is often shared with his legendary quote,

“We are caught in an inescapable network of mutuality, tied in a single garment of destiny. Whatever affects one directly, affects all indirectly.”

In 1994, Congress passed the King Holiday and Service Act, which transformed Martin Luther King Jr. Day into a day dedicated to volunteer service in honor of Dr. King's legacy.



In 2025, L.A. Works will continue our long tradition of honoring Dr. King's legacy by organizing the MLK 2025 Volunteer Festival: Take Action to Support our Beloved Community. This event for thousands of participants will feature hands-on activities to support nonprofits addressing: Homelessness, Education Equity, Food Insecurity, and Economic Opportunity.

On this day of action, each one of us can help answer Dr. King's call by joining together to build bridges and create solutions to move us closer to his vision of a beloved community.

MLK FESTIVAL DETAILS

When the doors open at 12:00PM, participants will flow through the family-friendly volunteer action stations at their own pace to support local nonprofit needs in the areas of:

- Housing Security,
- Education Equity,
- Economic Opportunity,
- Food Insecurity, and
- Health Equity.

Stations throughout the festival will include hands-on service activities, educational materials and speakers, food and items for purchase from local minority owned businesses, and a Minecraft videogame truck to explore the recreation of the 1963 March on Washington in the interactive game.



RECENT EVENT'S MEDIA VALUE

361

million

total traditional media impressions



425

mentions

across traditional media



Los Angeles Lakers Team with L.A. Works at the Annual MLK Day of Service

2.1

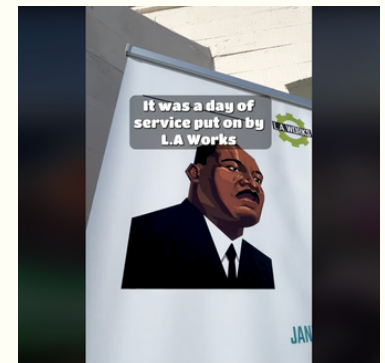
million

total social media impressions

291

mentions

across social media (facebook, linkedin, instagram, etc.)



SPONSORSHIP LEVELS

Platinum - \$35,000

- Reserved space and VIP parking for up to 200 Employees
- A branded "Welcome Banner" by Check-In and special placement on Jumbotron
- Access to Sponsors Club and special timed project for employees
- Meet and greet with VIP speakers (10 employees)
- Featured in press release, pre-event communications to 50,000 active volunteers in L.A. Works database, post-event email to event attendees and database
- Presenting Sponsor on website; 135,000 annual visitors
- Logo on all event social media posts, reach of 16,000
- Named Presenting Sponsor at top of all digital and printed materials
- Named Sponsor logo in LA Magazine advertisement
- Virtual MLK Day intro/educational prep session and landing page for volunteer registration

Gold - \$25,000

- Reserved space and VIP parking for up to 150 Employees
- Meet and greet with VIP speakers (5 employees)
- Access to Sponsors Club and special timed project for employees
- Featured in press release, pre-event communications to 50,000 active volunteers in L.A. Works database, post-event email to event attendees and database
- Presenting Sponsor on website; 135,000 annual visitors
- Logo on all event social media posts, reach of 16,000
- Logo in LA Magazine advertisement
- Virtual MLK Day intro/educational prep session and landing page for volunteer registration



SPONSORSHIP LEVELS CONT.

Silver - \$15,000

- Reserved space and parking for up to 100 employees
- Access to Sponsors Club and special timed project for employees
- Featured in press release, pre-event communications to 50,000 active volunteers in L.A. Works database, post-event email to event attendees and database
- Logo on website; 135,000 annual visitors
- Named Sponsor logo in LA Magazine advertisement
- Virtual MLK Day intro/educational prep session

Bronze - \$10,000

- Reserved space and parking for up to 75 employees
- Access to Sponsors Club and special timed project for employees
- Access to Sponsors Club for employee volunteers
- Featured in press release, pre-event communications to 50,000 active volunteers in L.A. Works database, post-event email to event attendees and database
- Logo on landing page; 135,000 annual visitors
- Virtual MLK Day intro/educational prep session

Copper - \$5,000

- Reserved Space and parking for up to 35 employees
- Logo on landing page; 135,000 annual visitors
- Access to Sponsors Club for employee volunteers
- Virtual MLK Day intro/educational prep session



SPECIAL SPONSORSHIP OPPORTUNITIES

DR. KING MEMORIAL PLAQUE SPONSOR - \$50,000

Dr. King spoke at the Coliseum in '64 and deserves to be recognized with a plaque in the stadium's Memorial Court of Honor. Your company can make that happen!!

- Special signage and recognition
- Ribbon cutting and media event
- Exclusive press release, pre-event communications, post-event email to event attendees and database
- Named Sponsor logo in LA Magazine advertisement



PARKING AND TENTING SPONSORSHIP - \$35,000

In order to ensure that this event can happen rain or shine, we must have sufficient infrastructure for our footprint as we grow

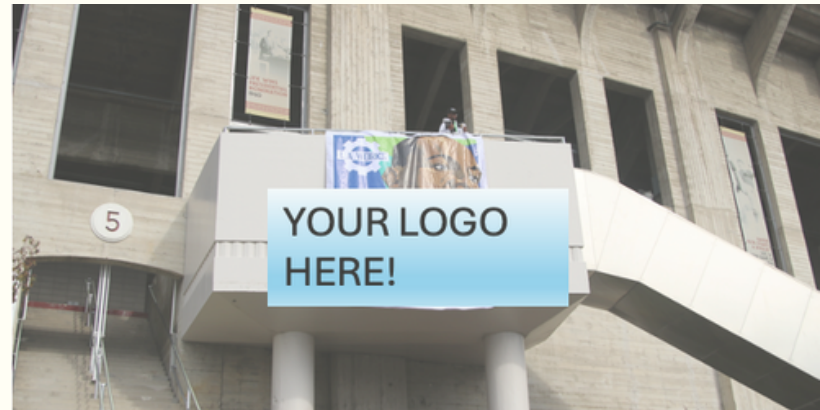
- Logo/branding on exterior gates, parking, and at event stage
- Featured in press release, pre-event communications to 50,000 active volunteers in L.A. Works database, post-event email to event attendees and database
- Named Sponsor logo in LA Magazine advertisement



SPECIAL ZONE SPONSORSHIP - \$25,000

Each volunteer project area, Minecraft March on Washington, and Small Business Zones can be specially named for sponsoring companies. See following pages for activities.

- Special signage, tabling opportunities, and recognition
- Featured in press release, pre-event communications to 50,000 active volunteers in L.A. Works database, post-event email to event attendees and database



SPECIAL SPONSORSHIP OPPS CONT.

EVENT HOST- \$100,000

Host MLK Day Volunteer Festival in collaboration with L.A. Works to make this event the largest in the country honoring Dr. King on the national holiday through service.

- Special signage and recognition across entire event
- Exclusive press release, pre-event communications, post-event email to event attendees and database recognizing your support.
- Dedicated email blast to 50,000 advertising to community about your involvement.
- Name prominently included on every piece of marketing material, billboards, signage, etc.

IN-KIND SPONSORSHIPS

- Water and drinks
- Food for volunteer leaders, event crew, and guests
- Tables, chairs, decor, and tents
- Project supplies like: lumber, canned goods, art supplies, books, fleece, socks, emergency supplies, bicycles, backpacks, etc.
- Raffle prizes/gifts to give out to participants
- T-shirts and other swag
- Media (billboards, ads, etc.) to spread the word about the event



ACTIVITY ZONES

Housing Security

- Calling stations to call vulnerable Angelenos identified by city/county agencies to provide them with information and resources to help prevent them from losing their current housing and becoming homeless.
- Writing Letters to local Representatives about providing more assistance for housing our homeless neighbors
- Making No-Sew Blankets

Education Equity

- Creating STEAM Activity Kits (collaboration with P.S. Science)
- Creating Tile Mosaics for Schools (collaboration with Color Compton)

Food Insecurity

- Assembling Meal Packs: Dried Food and Canned Goods
- Assembling Utensil Kits: durable and reusable items such as utensils, can openers, and water bottles.

ACTIVITY ZONES

Health Equity

- Narcan Training, CPR Training, Blood Drive, Lung Screenings
- Assembling Emergency Kits to include COVID Tests, Masks, Narcan, General First Aid Supplies.

FAVE Family/Intergenerational Zone

- The Great Athletic Ball Challenge - Inflating balls and building ball carts for recess areas
- Minecraft March on Washington Video Game Truck
- Painting Inspirational River Rocks for schools

Sponsorship Zone - Sponsors Only

- Skateboard Assembly
- Skateboard Rack Build for schools/youth
- 1-on-1 workforce related mentoring with at-risk youth.



**THANK YOU FOR
YOUR SUPPORT**

**FOR SPONSORSHIP INFORMATION,
PLEASE CONTACT NATHAN AT
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OR 323-987-2112**