



## 2022 AFL-CIO DR. MARTIN LUTHER KING JR. CIVIL AND HUMAN RIGHTS CONFERENCE

**JANUARY 16-17, 2022**

### **HONORING OUR PAST, PROTECTING OUR FUTURE** **SPONSORSHIP OPPORTUNITIES**

#### **PRESENTING SPONSOR / \$25,000 EACH (4 AVAILABLE)**

- Sponsor will have an opportunity to share a pre-recorded message during the event
- Sponsor will have a 30-second commercial
- Sponsorship of one Dr. MLK Jr Service Award
- Full-page with product information and links to sponsor's website on the AFL-CIO Dr. MLK Jr. registration site as well as the AFL-CIO microsite from the launch date to 90 days post-event
- Logo with hyperlinked tagline to sponsor's product/program website on all pre- and post-event communications and marketing emails
- Complimentary event registration for up to 5 guests

#### **SUPPORTING SPONSOR / \$15,000 EACH (4 AVAILABLE)**

- Sponsor will have a 10-second commercial
- Sponsorship of one Dr. MLK Jr Service Award
- Half-page with product information and links to sponsor's website on the AFL-CIO Dr. MLK Jr. registration site as well as the AFL-CIO microsite from the launch date to 90 days post-event
- Logo with hyperlinked tagline to sponsor's product/program website on all pre- and post-event communications and marketing emails
- Complimentary event registration for up to 4 guests

#### **COMMUNITY SPONSOR / \$10,000 (8 AVAILABLE)**

- Sponsor will receive on-screen logo acknowledgement during the event
- Quarter-page with product information and links to sponsor's website on the AFL-CIO Dr. MLK Jr. registration site as well as the AFL-CIO microsite from the launch date to 90 days post-event
- Logo with hyperlinked tagline to sponsor's product/program website on all pre- and post-event communications and marketing emails
- Complimentary event registration for up to 3 guests

#### **CULTURAL/MULTIMEDIA \$5,000 EACH (8 AVAILABLE)**

- Sponsor will receive verbal acknowledgement during the event
- Quarter-page with product information and links to sponsor's website on the AFL-CIO Dr. MLK Jr. registration site as well as the AFL-CIO microsite from the launch date to 90 days post-event
- Logo with hyperlinked tagline to sponsor's product/program website on all pre- and post-event communications and marketing emails
- Complimentary event registration for up to 2 guests