



AFL-CIO  
**UNITED  
BY THE  
DREAM**  
WASHINGTON, D.C.

2027 MLK CONFERENCE

# 2027 MLK CONFERENCE SPONSORSHIP OPPORTUNITIES

## **WEAR THE MOVEMENT** **OFFICIAL CONFERENCE APPAREL SPONSOR:** **\$40,000 (ONE AVAILABLE)**

- Co-branded logo prominently displayed on the official 2027 AFL-CIO Dr. Martin Luther King Jr. Civil and Human Rights (MLK) Conference apparel, alongside the MLK Conference logo.
- Sponsor recognition at distribution station.
- Prominent logo on conference sponsor signage and digital displays.
- Mobile app recognition with logo, including website link, description and contact information.
- Sponsor's logo featured in event email communications, linked to sponsor's website.
- Logo on the conference registration site and the AFL-CIO microsite, linked to sponsor's website.
- Recognition on general session sponsor-acknowledgment slides.
- Complimentary conference registration for up to eight guests. NOTE: Your complimentary conference registrations include tickets for the MLK Conference Gala and Awards, with premium seating.

## **KEEPING YOU CONNECTED**

### **OFFICIAL WI-FI SPONSOR:**

### **\$30,000 (ONE AVAILABLE)**

- Wi-Fi landing/splash page with sponsor logo and message displayed when attendees connect, with a clickable link to the sponsor's website.
- Custom Wi-Fi credentials with a sponsor-branded network password.
- Mobile app recognition with logo, including website link, description and contact information.
- One mobile app push notification with sponsor-recognition message: "The 2027 MLK Conference Wi-Fi is proudly sponsored by [Org Name]."
- Sponsor recognition on signage near registration, in high-traffic meeting areas, or on digital displays.
- Logo on general session sponsor-recognition slides shown before sessions or during breaks.
- Logo on the conference registration site and the AFL-CIO microsite, linked to sponsor's website.
- Sponsor's logo featured in event email communications, linked to sponsor's website.
- Sponsor acknowledgment in the Know Before You Go email, alongside Wi-Fi access information.
- Complimentary conference registration for up to six guests. NOTE: Your complimentary conference registrations include tickets for the MLK Conference Gala and Awards, with premium seating.

## **PRESENTING SPONSOR:**

### **\$25,000 EACH (FOUR AVAILABLE)**

- Sponsorship of one award.
- A 30-second commercial and pre-recorded message by sponsor shared during the MLK Conference.
- Logo on the conference registration site and the AFL-CIO microsite, linked to sponsor's website
- Sponsor's logo featured in event email communications, linked to sponsor's website.
- Custom pamphlet or flyer designed by sponsor that will be distributed to every participant.
- Complimentary event registration for up to five guests. NOTE: Your complimentary conference registrations include tickets for the MLK Conference Gala and Awards, with premium seating.

## **LEGACY SPONSOR:**

### **\$20,000 EACH (FOUR AVAILABLE)**

- A 30-second commercial by sponsor shared during the MLK Conference.
- Logo on the conference registration site and the AFL-CIO microsite, linked to sponsor's website.
- Sponsor's logo featured in event email communications, linked to sponsor's website.
- Custom pamphlet or flyer designed by sponsor that will be distributed to every participant.
- Complimentary conference registration for up to four guests. NOTE: Your complimentary conference registrations include tickets for the MLK Conference Gala and Awards, with premium seating.

## **CARRY THE MOVEMENT FORWARD**

### **OFFICIAL SWAG BAG SPONSOR: \$15,000 (ONE AVAILABLE)**

- Prominent, co-branded logo placement on the MLK Conference bag, alongside the conference logo.
- Sponsor-provided branded insert or promotional item included in each bag.
- Mobile app recognition with logo, including website link, description and contact information.
- Sponsor's logo featured in event email communications, linked to sponsor's website.
- Logo on the conference registration site and the AFL-CIO microsite, linked to sponsor's website.
- Logo included on sponsor signage and digital displays throughout the conference.
- Logo on general session sponsor-recognition slides.
- Inclusion in the post-event thank-you communication or sponsor recap.
- Complimentary conference registration for up to three guests. NOTE: Your complimentary conference registrations include tickets for the MLK Conference Gala and Awards, with premium seating.

### **SOLIDARITY SPONSOR: \$10,000 EACH (EIGHT AVAILABLE)**

- An onscreen logo acknowledgment of sponsor during the event.
- Logo on the conference registration site and the AFL-CIO microsite, linked to sponsor's website.
- Mobile app recognition with logo, including website link, description and contact information.
- Sponsor's logo featured in event email communications, linked to sponsor's website.
- Custom pamphlet or flyer designed by sponsor that will be distributed to every participant.
- Complimentary conference registration for up to three guests. NOTE: Your complimentary conference registrations include tickets for the MLK Conference Gala and Awards.

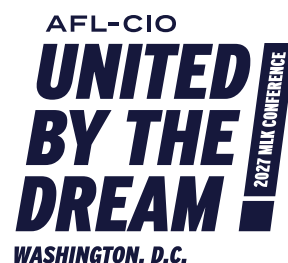
### **COMMUNITY SPONSOR: \$7,500 EACH (EIGHT AVAILABLE)**

- Logo on the conference registration site and the AFL-CIO microsite, linked to sponsor's website.
- Sponsor's logo featured in event email communications, linked to sponsor's website.
- Mobile app recognition with logo, including website link, description and contact information.
- Custom pamphlet or flyer designed by sponsor that will be distributed to every participant.
- Complimentary conference registration for up to two guests. NOTE: Your complimentary conference registrations include tickets for the MLK Conference Gala and Awards.

## **SPONSORSHIP ONLINE PAYMENT FORM**

[cvent.me/lbBvoZ](https://cvent.me/lbBvoZ)

# FUNDING OPPORTUNITIES COMMITMENT FORM



## Instructions:

1. Complete the entire form.
2. Indicate your requested opportunity.
3. Email this form to vbanard@aflcio.org.

The contact information listed will receive a receipt and a confirmation email.

| FUNDING REGISTRATION FORM                                         |                            |
|-------------------------------------------------------------------|----------------------------|
| 2027 Dr. Martin Luther King Jr. Civil and Human Rights Conference | Date: <input type="text"/> |

| SPONSOR INFORMATION                  |                                 |                           |
|--------------------------------------|---------------------------------|---------------------------|
| Affiliate Name: <input type="text"/> | Address 1: <input type="text"/> |                           |
| Contact Name: <input type="text"/>   | Address 2: <input type="text"/> |                           |
| Contact Phone: <input type="text"/>  | City: <input type="text"/>      |                           |
| Contact Email: <input type="text"/>  | State: <input type="text"/>     | ZIP: <input type="text"/> |

| FUNDING OPPORTUNITIES |                      |                      |
|-----------------------|----------------------|----------------------|
| Opportunity:          | Quantity:            | Cost:                |
| <input type="text"/>  | <input type="text"/> | <input type="text"/> |
| <input type="text"/>  | <input type="text"/> | <input type="text"/> |
| <input type="text"/>  | <input type="text"/> | <input type="text"/> |
| <input type="text"/>  | <input type="text"/> | <input type="text"/> |
|                       | TOTAL:               | <input type="text"/> |

| BILLING/INVOICING INFORMATION                                                                                                                                                                                                                                                               |                                         |                                                                                                                                                 |                           |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------|
| Billing Contact: <input type="text"/>                                                                                                                                                                                                                                                       | Billing Address 1: <input type="text"/> |                                                                                                                                                 |                           |
| Contact Phone: <input type="text"/>                                                                                                                                                                                                                                                         | Billing Address 2: <input type="text"/> |                                                                                                                                                 |                           |
| Contact Email: <input type="text"/>                                                                                                                                                                                                                                                         | City: <input type="text"/>              | State: <input type="text"/>                                                                                                                     | ZIP: <input type="text"/> |
| Payment Method (Check One):<br><input type="radio"/> Invoice (Please provide applicable billing information above.)<br><input type="radio"/> Check (Make payable to AFL-CIO Secretary-Treasurer.)<br><input type="radio"/> Wire (Reach out to mlk@aflcio.org to request wire instructions.) |                                         | Send check payments to:<br><br>AFL-CIO, Office of the Secretary-Treasurer<br>attn: MLK Conference<br>815 16th Street NW<br>Washington, DC 20006 |                           |

| DONATION COMMITMENT                                                               |                            |
|-----------------------------------------------------------------------------------|----------------------------|
| Name of Authorized Representative: <input type="text"/>                           |                            |
| Signature (By signing here, I agree to the event policies.): <input type="text"/> | Date: <input type="text"/> |