



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

JANUARY 16-17, 2022

**HONORING OUR PAST, PROTECTING OUR FUTURE
ALLIED PARTNER 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