

STEP INTO THE LIGHT

*An intercultural celebration of the
inspiring work of Dr. Martin Luther King Jr.*



S P O N S O R S H I P P A C K E T

THURSDAY, JANUARY 11, 2024 | 5:00 PM - 7:00 PM
COW PALACE ARENA & EVENT CENTER, 2600 GENEVA AVE, DALY CITY, CALIFORNIA

STEP INTO THE LIGHT

An intercultural celebration of the inspiring work of Dr. Martin Luther King Jr. presented by the Cow Palace

THURSDAY, JANUARY 11, 2024
5:00 PM – 7:00 PM

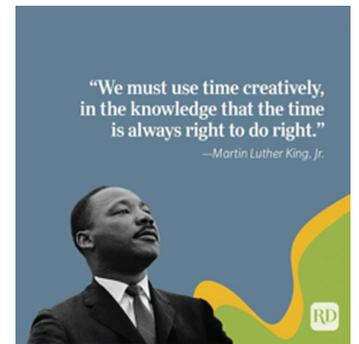
COW PALACE ARENA & EVENT CENTER
2600 GENEVA AVE, DALY CITY, CA

OVERVIEW:

The Cow Palace is hosting a creative competition to celebrate the birthday of Dr. King with a focus on “speaking out” and encouraging youth to share their voice respectfully and effectively.

The contest celebrates and builds on Dr. King’s historic Cow Palace appearance. Entries should be respectful to all cultures, races, religions, and orientations, and be uplifting and inspiring. Students will submit work to the Cow Palace where it will be displayed in an exhibit and reception open to the public on Thursday, January 11th from 5:00 PM to 7:00 PM. Students, their families, and friends are invited to attend.

ABOUT



SPEAK OUT CONTEST

WHO CAN ENTER?

All high school students from public, private, and alternative schools in San Mateo County and San Francisco County.

CONTEST CATEGORIES

- 1) Literary Arts: Essay
- 2) Literary Arts: Poetry
- 3) Photography
- 4) Family Poster
- 5) Fine Arts
- 6) TikTok

INSPIRATION

Use one of the 6 quotes by Dr. King (provided) to inspire your entry. Include the quote somewhere on your entry, either as part of an introduction (essay, poem) or on the back of a visual entry (photograph, artwork).

PRIZES

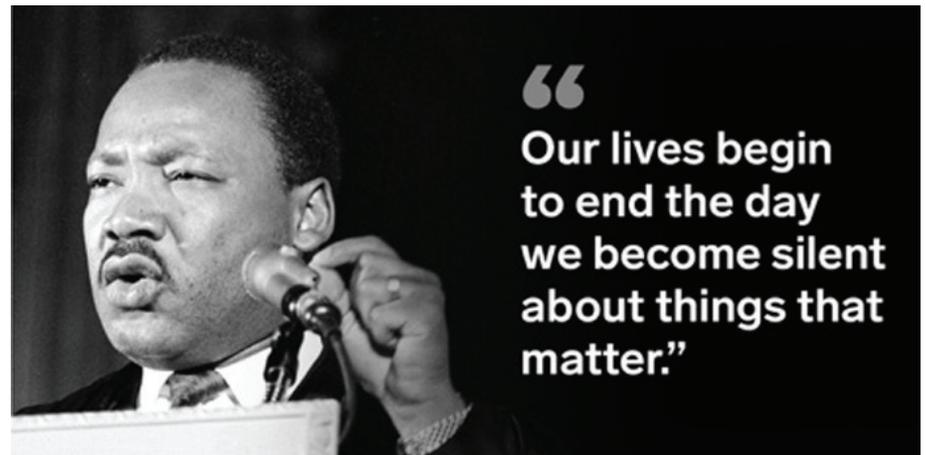
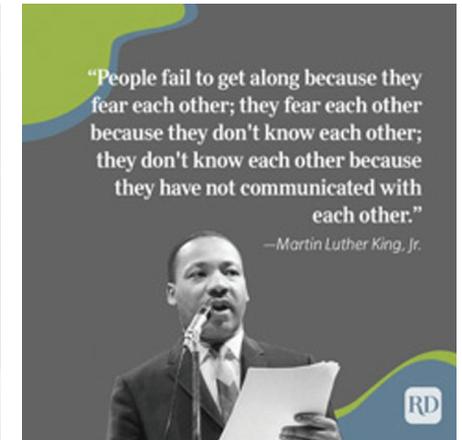
The Cow Palace will award ribbons for all class winners. Sponsors will provide generous prizes for the Best of Show winners for each section.

WHAT ARE THE IMPORTANT DATES?

- » **November 1st, 2023:** Entries open
- » **January 5th, 2024:** Deliver exhibits

- ★ Art & Photography should be submitted in person
- ★ Poetry, Essays, and TikTok may be submitted digitally by emailing SITL@cowpalace.com

CONTEST



EVENT OVERVIEW

All participants in the Step into the Light contest will have their work displayed at a reception to be held at the Cow Palace on Thursday, January 11th from 5:00 PM to 7:00 PM.

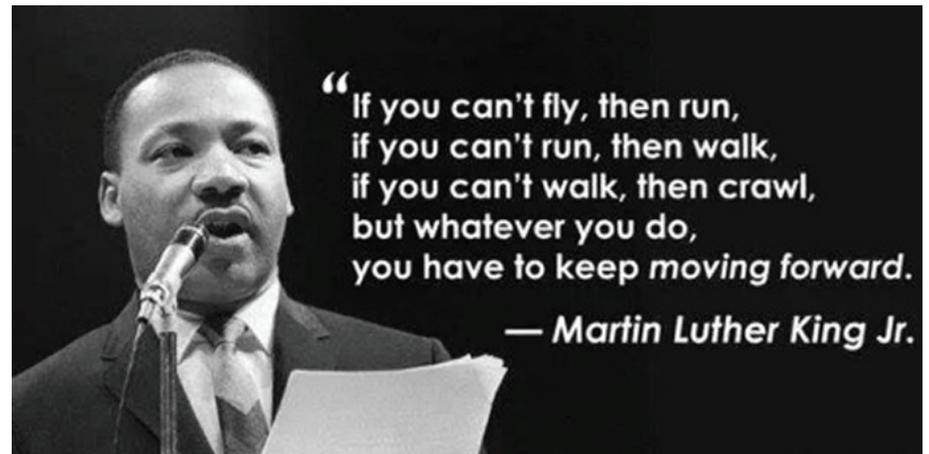
Photography, art, posters, poems, essays, and TikTok videos will be on display for all to enjoy.

Exhibitors will be able to invite their families and friends to enjoy their work and celebrate their achievements. Elected officials and local leadership will also be invited. Light refreshments will be served and the Best in Show winners for each category will be announced.

Sponsors will be invited to attend this event in a capacity according to their sponsorship level. Sponsors are also welcome to share literature and/or provide items to be included in a "swag bag" to be given to all contest participants.



EVENT



SPONSORSHIP OPPORTUNITIES SUMMARY

	PLATINUM \$10,000	GOLD \$5,000	SILVER \$3,000	BRONZE \$1,000
PRE-EVENT MARKETING				
❖ Special benefits that can be designed to meet your company's or organization's marketing goals	★			
❖ Mention on all media releases	★	★	★	
❖ Social media acknowledgment (Facebook, Instagram)	★	★	★	★
❖ Acknowledgment on the Cow Palace electronic signboard	★	★	★	★
❖ Logo placement on e-newsletter / announcement	★	★	★	★
DURING THE EVENT				
❖ Foremost acknowledgment by event organizer's remarks	★			
❖ Live acknowledgment during the emcee's welcome remarks	★	★		
❖ Opportunity for your representative to give remarks during the event	★	★		
❖ Opportunity for your representative to be a part of the awards presentation	★	★	★	
❖ Opportunity for your company to have an outreach table during the event	★	★	★	
❖ Logo placement in onsite sponsor acknowledgement signage	★	★	★	★
❖ Your company collateral included in the event swag bag	★	★	★	★
❖ Reserved VIP seats during the event	10	8	6	4

For more information, contact Allison Keaney, PhD: **(415) 404-4121** | ceo@cowpalace.com

SPONSORSHIP AGREEMENT

We are proud to support: **STEP INTO THE LIGHT**

COMPANY: _____

CONTACT NAME: _____

BUSINESS PHONE: _____

MOBILE: _____

ADDRESS 1: _____

ADDRESS 2: _____

CITY / STATE: _____

PROVINCE / COUNTRY / ZIP: _____

EMAIL ADDRESS: _____

WEBSITE: _____

PLEASE SELECT DESIRED SPONSORSHIP LEVEL

Platinum Sponsor \$10,000 _____

Gold Sponsor \$5,000 _____

Silver Sponsor \$3,000 _____

Bronze Sponsor \$1,000 _____

Donation: \$ _____



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DALY CITY, CA

AGREEMENT

Print Name: _____

Title: _____

Signature: _____

Date: _____

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