2027

COLLIN COUNTY

MLK PARADE

featuring a Health Fair & Community Resource Hub

Honoring the Dream, Answering the Call

Monday,
January 18, 2027
10:30 a.m.











Invitation to Sponsor

JOIN US AS A SPONSOR.

Sponsored by
NAACP
COLLIN COUNTY BRANCH

Our Community purpose

Honoring the Dream, Answering the Call

The 2027 Collin County MLK Parade, Health Fair and Community Resource Hub, sponsored by the Collin County NAACP, brings families, businesses, schools, faith communities, and civic organizations together to honor Dr. King's legacy on Monday, January 18, 2027, at 10:30 a.m.

Support an exciting community celebration
Your sponsorship helps fund parade planning, promotion, volunteer coordination, scholarships and a welcoming experience for participants and spectators.

Connect your brand with Collin County
Gain visibility among residents across Collin County. Sponsorship offers opportunities to build brand awareness while demonstrating your organization's commitment to the people who live, work, and shop here.

Celebrate where your employees call home
Give employees who live in Collin County the opportunity to participate alongside their neighbors, friends, and colleagues. A float, walking group, or volunteer team lets them represent your organization with pride while building connections close to home.

Answer the call with us
With sponsorships beginning at $500, your organization can help bring our community together to honor the dream and carry Dr. King's legacy forward.



PREVIOUS PARADE PHOTOS



SPONSORSHIP LEVELS

AT A GLANCE

Level	Investment	Entry fees waived	VIP seats
Title Sponsor	$10,000	3	30
Platinum Sponsor	$5,000	3	25
Gold Sponsor	$3,000	2	20
Silver Sponsor	$2,000	1	15
Bronze Sponsor	$1,000	1	10
Medallion Sponsor	$500	1	5

All levels include website recognition.

Silver and above: logo on posters/flyers/event signage.

Gold and above: route logo and event press release recognition; radio/TV promotional association subject to availability. Vendor table at thee Health Fair/Community Resource Hub.

Exclusive Title Sponsorship: Only one Title Sponsorship is available and will be awarded on a first-come, first-served basis.

Note: Proposed benefits subject to confirmation in final sponsorship agreement. Lineup subject to safety/logistics. Media coverage not guaranteed.

2027 COLLIN COUNTY MLK PARADE

Honoring the Dream, Answering the Call

SPONSOR

INTEREST FORM

Organization

Contact name/title

Email

Phone

Address

Website

I AM INTERESTED IN:

- ☐ Title — $10,000
- ☐ Platinum — $5,000
- ☐ Gold — $3,000
- ☐ Silver — $2,000
- ☐ Bronze — $1,000
- ☐ Medallion — $500
- ☐ In-kind discussion
- ☐ Custom sponsorship

CONTACT

Contact June Jenkins

Collin County NAACP

972-345-8552

mlkparade@collincountynaacp.org

NEXT STEPS

- ☐ Confirm level and benefits
- ☐ Complete agreement payment
- ☐ Submit logo and description
- ☐ Coordinate parade entry