# 2027

## COLLIN COUNTY

# MLK PARADE

*featuring a Health Fair & Community Resource Hub*

## *Honoring the Dream, Answering the Call*















Monday,
January 18, 2027
10:00 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 10:00 a.m.

**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.

**Support an exciting community celebration**
Your sponsorship helps fund parade expenses,, 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.

**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



2027 COLLIN COUNTY

# MLK PARADE

# SPONSORSHIP LEVELS

## AT A GLANCE

| Level | Investment | Entry fees waived | VIP seats |
|---|---|---|---|
| Title Sponsor | $10,000 | 3 | 25 |
| Platinum Sponsor | $5,000 | 3 | 20 |
| Gold Sponsor | $3,000 | 2 | 15 |
| Silver Sponsor | $2,000 | 1 | 10 |
| Bronze Sponsor | $1,000 | 1 | 6 |
| Medallion Sponsor | $500 | 1 | 4 |

All levels include website and social media 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 the 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. Presented by company will be included with event name.

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



# Platinum Experience Sponsorships

$5,000 per experience

Platinum sponsorship benefits and recognition at the selected experience.

## Parade Viewing Experience

Help provide bleacher seating, VIP seating, accessible viewing space, and a designated judges' area. Includes viewing-area signage and announcer recognition.

## Warm Welcome Stations

Help guests stay comfortable with warming areas and hot beverages. Includes station signage and employee hospitality opportunities.

## Health and Wellness Experience

Support the Health Fair, connecting residents with health education, participating providers, and wellness resources. Includes entrance recognition and a sponsor information table.

## Community Connections Hub

Connect families with local services, nonprofit programs, and community resources. Includes hub signage and a sponsor information table.

## Family Discovery Experience

Engage families through a treasure hunt and activities that encourage exploration of the Health Fair and Resource Hub. Includes recognition on activity materials and station signage.

## Community Memories Experience

Capture the celebration through family photos and commemorative photography or video. Includes a branded photo backdrop and recap recognition. An optional travel giveaway may be arranged separately.

## Parade Welcome, Check In & Volunteer Hospitality

Support participant check in, lineup information, and volunteer breakfast, warm beverages, and snacks. Includes signage, recognition in participant and volunteer communications, and employee volunteer opportunities.

2027 COLLIN COUNTY MLK PARADE

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# SPONSOR

## INTEREST FORM

**Organization**

**Contact name/title**

**Email**

**Phone**

**Address**

**Website**

### I AM INTERESTED IN:

- ☐ Title — $10,000
- ☐ Platinum — $5,000
  - Select your preferred experience:
  - ☐ Platinum Viewing Experience
  - ☐ Warm Welcome Stations
  - ☐ Health and Wellness Experience
  - ☐ Community Connections Hub
  - ☐ Family Discovery Experience
  - ☐ Community Memories Experience
  - ☐ Parade Check-In/Volunteer Hospitality
- ☐ Gold — $3,000
- ☐ Silver — $2,000
- ☐ Bronze — $1,000
- ☐ Medallion — $500

### CONTACT


Collin County NAACP

469-305-1553

mlkparade@collincountynaacp.org


### NEXT STEPS

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