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COMMUNITY CELEBRATING DIVERSITY PROUDLY PRESENTS

THE 31st ANNUAL SCOTTSDALE MLK JR. COMMUNITY CELEBRATION “LIVING THE DREAM” January 2025

EVENT DESCRIPTIONS:

MLK Celebration Event

The evolution of Scottsdale's MLK Dinner was initiated by CCD's founding members, Sandra Rembrandt and Don Logan. Their vision was for Scottsdale to host its own Martin Luther King, Jr. celebration. In the early 1990's, members from across the valley traveled to Phoenix to celebrate Dr. King's birthday. They had a passion for Dr. King's legacy and felt citizens from the Scottsdale community would take pride in hosting a celebration in its own community. Today, Scottsdale's celebration serves as a signature celebration for the entire valley that includes national renowned speakers representing a myriad of diversity perspectives honoring the history and legacy of Dr. Martin Luther King Jr. This year's program will be held at the Scottsdale Fieldhouse in Scottsdale, AZ on January 16th, 2025.

Youth Voices Livestream Event

This youth educational event is co-sponsored with the Scottsdale Unified School District. It is held in conjunction with the annual MLK dinner celebration and gives a capacity crowd of middle and high school students from around the community the ability to hear and interact with, and be inspired by, our nationally recognized guest speakers on diversity and civil rights.





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Youth Scholarship

Community Celebrating Diversity also provides a scholarship, which is funded by the corporate sponsors of the annual Dr. Martin Luther King Jr. celebration. CCD sponsors up to five \$2,500 scholarships to high school graduates who show promise of continued excellence in academics and community service. Since 2007, over 60 students have been awarded a total of \$140,000 in scholarships. Awards will be granted on the basis of academic achievement, demonstrated community service, financial need, and an essay on the importance of respecting diversity. The selection criteria and procedures are designed to ensure that all eligible students receive consideration without regards to race, color, national origin, sex, religion, disability, sexual orientation, or economic background.

Diversity Champions

CCD selects annual Diversity Champions. Diversity Champions are individuals who exemplify the philosophy of Dr. Martin Luther King Jr. and who have enriched the community by empowering others. Individuals are nominated by others in the community and the selected Diversity Champions are honored each year at the MLK Jr. Community Celebration. As of 2023 there have been 50 Diversity Champion Award winners.





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SPONSORSHIP OPPORTUNITIES:

Title Sponsor -- \$20,000

- o Representative makes brief welcoming remarks at Celebration Dinner
- o Recognition in printed materials for Celebration Dinner
- o Recognition in printed materials for Voices event
- o Recognition in electronic media for Celebration Dinner
- o Recognition in electronic media for Voices event
- o Logo recognition on CCD website
- o Recognition on CCD social media
- o Predominant logo recognition at Celebration Dinner
- o Predominant logo recognition at Voices event
- o Three tables reserved at Celebration Dinner (seating for 30)
- o Recognition during CCD remarks at Celebration Dinner

Speaker Sponsor -- \$15,000

- o Representative introduces speaker at Celebration Dinner
- o Recognition in printed materials for Celebration Dinner
- o Recognition in printed materials for Voices event
- o Recognition in electronic media for Celebration Dinner
- o Recognition in electronic media for Voices event
- o Logo recognition on CCD website
- o Recognition on CCD social media
- o Logo Recognition on CCD social media
- o Logo Recognition in electronic media for Voices event
- o Two tables reserved at Celebration Dinner (seating for 20)
- o Recognition during CCD remarks at Celebration Dinner





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Founding Sponsor -- \$10,500

- o Representative makes remarks at Celebration Dinner
- o Recognition in printed materials for Celebration Dinner
- o Recognition in printed materials for Voices event
- o Recognition in electronic media for Celebration Dinner
- o Recognition in electronic media for Voices event
- o Logo recognition on CCD website
- o Recognition on CCD social media
- o Logo recognition at Celebration Dinner
- o Logo recognition at Voices event
- o Two tables reserved at Celebration Dinner (seating for 20)
- o Recognition in CCD remarks at Celebration Dinner

Diversity Champion Sponsor -- \$8,500

- o Representative introduces Diversity Champion(s) at Celebration Dinner
- o Recognition in CCD remarks at Celebration Dinner
- o Recognition in printed materials for Celebration Dinner
- o Recognition in printed materials for Voices event
- o Recognition in electronic media for Celebration Dinner
- o Recognition in electronic media for Voices event
- o Logo recognition on CCD website
- o Recognition on CCD social media
- o Logo recognition at Celebration Dinner
- o Logo recognition at Voices event
- o Two tables reserved at Celebration Dinner (seating for 20)
- o Recognition in CCD remarks at Celebration Dinner





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Community Sponsor -- \$6,000

- o Recognition in printed materials for Celebration Dinner
- o Recognition in printed materials for Voices event
- o Recognition in electronic media for Celebration Dinner
- o Recognition in electronic media for Voices event
- o Logo recognition on CCD website
- o Logo recognition at Celebration Dinner
- o Logo recognition at Voices event
- o One table reserved at Celebration Dinner (seating for 10)

Program Sponsor -- \$4,250

- o Recognition in printed materials for program chosen to sponsor
(Celebration Dinner or Voices event)
- o Recognition in electronic media for program chosen to sponsor
(Celebration Dinner or Voices event)
- o Logo recognition on CCD website
- o Logo recognition in program chosen to sponsor
(Celebration Dinner or Voices event)
- o One table reserved at Celebration Dinner (seating for 10)

Table Sponsor -- \$2,250

- o One table at Celebration Dinner for each table sponsored (seating for 10)
- o Logo recognition in Celebration Dinner program

Please contact Phillip Daniels at pdaniels@axon.com to secure sponsorship opportunities.

