In Official Partnership With

MONDAY, JANUARY 18, 2021

43rd Annual "Original" Dr. Martin Luther King, Jr. Birthday Parade Virtual Celebration & Day of Service

#ORIGINALMLKPARADE2021
The "Original" MLK, Jr. Parade is licensed by The King Center - Atlanta, GA

1. INTRODUCTION
2. OUR PROGRAMS
3. OUR IMPACT
4. 2020 PARTNERSHIP OPPORTUNITY
INTRODUCTION

The Black Heritage Society, Inc. is a self-help, non-profit organization chartered by the State of Texas. In summer of 1975, one man's concern for the well-being and betterment of the entire human race led to the establishment of the organization. In January 1978, Dr. Martin Luther King, Jr.'s father, Martin Luther "Daddy" King, Sr. addressed the Houston community and commissioned Mr. Ovide Duncantell and BHS to continue its endeavor in the aspirations of Dr. King's dream.

The organization aims to inspire, teach, and honor the legacy of Dr. Martin Luther King, Jr. during the weekend of the federal holiday occurring on the third Monday of each January with a commemorative parade and celebratory festive community activities throughout the weekend.

With a long history of fighting for equal justice and social accommodations for the rights of all, the organization subscribes to Activism, Advocacy, and Action on behalf of the underprivileged, underserved, and those seeking justice and equality.

**Black Heritage Society maintains an official IPM license from The King Center in Atlanta, GA.**
OUR PROGRAMS

- The Houston Martin Luther King, Jr. Memorial Project
- MLK, Jr. STEM Enrichment Program*
- "I'M JUST GAMIN'" STEM Challenge*
- Miss "Black Heritage Society" Pageant
- The Annual Mountaintop Gala
- The Annual MLK Parade Gospel Fest
- The Annual MLK, Jr. Children's March
- The MLK Parade Community Health Fair
- The Annual MLK "Feed The Hungry" Project
- The Black History Month Community Project
- Project Flint Water Supply Initiative
- The Annual MLK Candlelight Vigil
- South Park Community Civic Club
- Houston MLK, Jr. “Taste of Houston” (Immediately After The Parade)
OUR IMPACT

CELEBRATING 43 YEARS
2021 PARTNERSHIP OPPORTUNITY

THE "ORIGINAL" MLK DAY PARADE
BLACK HERITAGE SOCIETY
OUR NATION'S FIRST
ESTABLISHED IN 1978
2021 PARTNERSHIP OPPORTUNITY

As a Drum Major Sponsor, you will share the distinction of showcasing your logo on all promotional paraphernalia and events, which are distributed or displayed at all BHS events. More importantly, such sponsorship will provide your company with continuous brand exposure then and beyond.

- One (1) complimentary virtual parade video entry (Max. – 2 Mins)
- One (1) 30 second sponsorship acknowledgment video to be broadcast during the 42nd Annual Original MLK, Jr Virtual parade
- Sponsor recognition (w/Logo Display) on all Original "MLK" Parade marketing assets (i.e. video sponsor highlight reels, press release, color commentary highlight, etc.)
As a Dream Keeper Sponsor, you will share the distinction of showcasing your logo on all promotional paraphernalia and events, which are distributed or displayed at all BHS events. More importantly, such sponsorship will provide your company with continuous brand exposure then and beyond.

- One (1) complimentary virtual parade video entry (Max. – 2 Mins)
- One (1) 15 second sponsorship acknowledgment video to be broadcast during the 42nd Annual Original MLK, Jr Virtual parade
- Sponsor recognition (w/Logo Display) on all Original "MLK" Parade marketing assets (i.e. video sponsor highlight reels, press release, color commentary highlight, etc.)
As a Freedom Marcher Sponsor, you will share the distinction of showcasing your logo on all promotional paraphernalia and events, which are distributed or displayed at all BHS events. More importantly, such sponsorship will provide your company with continuous brand exposure then and beyond.

- One (1) complimentary virtual parade video entry (Max. - 1 Min)
- Sponsor recognition (w/Logo Display) on all Original "MLK" Parade marketing assets (i.e. video sponsor highlight reels, press release, color commentary highlight, etc.)
As a Peace Keeper Sponsor, you will share the distinction of showcasing your logo on all promotional paraphernalia and events, which are distributed or displayed at all BHS events. More importantly, such sponsorship will provide your company with continuous brand exposure then and beyond.

- One (1) complimentary virtual parade video entry (Max.- 1 Min)
- Sponsor recognition on all Original "MLK" Parade marketing assets (i.e. video sponsor highlight reels, press release, color commentary highlight, etc.)
Thank You For Your Support!