MLK DAY 2022
MAKE IT A DAY "ON", NOT A DAY "OFF"

United Way Monterey County Stands for Diversity, Racial Equity, and Inclusion

We are committed to building better, stronger, and more equitable communities. To deliver on this promise we unite the voices, actions, and people of Monterey County to champion dignity, respect, and racial, ethnic, and social justice.

Honoring Dr. Martin Luther King, Jr.’s Legacy

MLK Jr. Day, January 17, 2022, is a federal holiday observed on the third Monday of January each year. It recognizes the life of the American Civil Rights leader Dr. Martin Luther King, Jr., the youngest person to receive the Nobel Peace Prize for his leadership to end racial segregation in the United States. Dr. King Jr.’s steadfast commitment to service has inspired people all around the United States and the world to work together to make positive change.

A Day "On", Not "Off"
UWMC will celebrate Dr. King Jr.’s birthday by hosting an MLK Jr. Day event at the Santa Rita Little Bear Creek Preschool in Salinas, CA. UWMC staff, sponsors, and the community will come together to beautify the preschool’s learning and play facilities.

“Everybody can be great because everybody can serve... Greatness is determined by service... You only need a heart full of grace and a soul generated by love.”
Dr. King Jr.

Benefits of Your Investment Include;
• Showcase your organization’s values for service, diversity, equity, and inclusion.
• Opportunity for a team building activity through community service.
• Visibility at a signature community event.
• Highlight your organization as a supporter of quality early care & education work in Monterey County.
<table>
<thead>
<tr>
<th>SPONSORSHIP LEVELS</th>
<th>COMMUNITY SPONSOR</th>
<th>CORPORATE PARTNER</th>
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<tr>
<td></td>
<td><strong>$1,000</strong></td>
<td><strong>$2,500</strong></td>
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<tr>
<td>Name/logo recognition as sponsor on UWMC website</td>
<td>Name</td>
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<tr>
<td>Recognition on UWMC social media</td>
<td>Two mentions</td>
<td>Five mentions</td>
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<td>Recognition on UWMC newsletter</td>
<td>Name</td>
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<td>Reserved volunteer spaces for employees</td>
<td>5</td>
<td>10</td>
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<td>Recognition in Full-Page Sponsor Ad (November 2022 issue of MC Weekly)</td>
<td>Name</td>
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For Sponsorship Opportunities Contact:
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