

# City Year's MLK Day of Service



Each year, City Year Greater Boston hosts an MLK Day event to honor Dr. King's legacy. Our event this year will focus on a service project to benefit local schools.

## Our Service: Educational Equity for All Students

Since our founding in 1988, City Year has operated on the fundamental belief that diverse, inclusive, and equitable schools are at the heart of thriving communities. However, the prevailing national challenges of generational poverty and systemic racism still contribute to the educational opportunity gap present in Greater Boston for Black and Brown students.

Our 75+ City Year AmeriCorps members serve full-time in 17 Boston and Everett Public schools to help local students catch up, then keep up, on the journey towards a diploma. We provide more than 9,500 students – 89% of whom are youth of color – with the differentiated tutoring and mentorship needed to persist through high school, college, and career.

This MLK Day, join us for a day of service to honor Dr. King's legacy. Our service will focus on beautification projects for the Holmes Elementary School, which has not been completely re-painted in almost ten years. We will also be supporting City Year partner schools by creating resource kits to benefit students and teachers. partner schools in the Boston area.

## Invest with Impact: MLK Day

Blending direct community impact and learning with robust employee engagement options, City Year's MLK Day celebration is a unique sponsorship opportunity for Greater Boston companies and individuals.

**Community Impact:** Directly support over 1,000 students in the Greater Boston area by volunteering to beautify spaces and create student resource kits.

**Team Building:** Create opportunities for your employees to build team with one another as they complete meaningful service projects.

**Brand Visibility:** Enhance your company's visibility and brand among a dynamic group of more than 250 individuals.

**Networking & Employee Engagement:** Connect with attendees who represent over 25 area businesses and community organizations.

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## Event Logistics

Date: Monday, January 15<sup>th</sup> 2024

Location: Holmes Elementary School (40 School St., Boston, MA 02124)

Schedule:

- 8:30: Registration Opens
- 9:00: Opening Program
- 9:10: Service Begins
- 12:30: Service Ends & Volunteers Depart

## Sponsorship Opportunities & Benefits

### Presenting Sponsor - \$10,000

- Up to 50 reserved volunteer slots for our MLK Day Service Event.
- Presenting-level recognition with logo on event communications and collateral.
- Social media recognition commensurate with sponsorship level.
- Opportunity to speak during event's opening program.

### Platinum Sponsor – \$7,500

- Up to 40 reserved volunteer slots for our MLK Day Service Event.
- Platinum-level recognition with logo on event communications and collateral.
- Social media recognition commensurate with sponsorship level.

### Gold Sponsor – \$5,000

- Up to 25 reserved volunteer slots for our MLK Day Service Event.
- Gold-level recognition with name on event communications and collateral.
- Social media recognition commensurate with sponsorship level.

### Silver Sponsor – \$2,500

- Up to 10 reserved volunteer slots for our MLK Day Service Event.
- Silver-level recognition with name on event communications and collateral.
- Social media recognition commensurate with sponsorship level.

### Bronze Sponsor – \$1,000

- Up to 5 reserved volunteer slots for our MLK Day Service Event.
- Bronze-level recognition with name on event communications and collateral.
- Social media recognition commensurate with sponsorship level.

*For further information on event sponsorship or getting involved with City Year, please contact Mollie Puskar at [mpuskar@cityyear.org](mailto:mpuskar@cityyear.org).*