October 6, 2020

Dear Community Member:

The Martin Luther King, Jr. Coalition invites you to share in honoring Dr. King’s dedication to civil rights and racial justice by placing an ad in our 2021 MLK Day program book.

The MLK Coalition is committed to providing programing to honor Dr. King and amplify the voices of our community demanding justice and an end to racism. By purchasing a sponsorship ad for the 2021 MLK Day programs, you will help ensure an excellent MLK Day 2021 commemoration.

The voices demanding racial justice today are persistent and insistent. They carry the same messages that Dr. King called for: an end to police violence against People of Color; voting rights for all people; and economic and racial justice. For MLK Day 2021 on January 18 we take our inspiration and theme from Dr. King: “We will never be satisfied until justice rolls down like water.”

Our MLK Day 2021 keynote speaker is Rev. Nelson Pierce, senior pastor of Beloved Community Church, and the Faith and Race Program Director in the Center for Faith and Justice at Xavier University.

The coronavirus pandemic challenges us to be creative in how we bring these events to the Cincinnati community. As of this letter, it is likely that our Commemorative Program, usually held in Music Hall, will be a virtual event. But we are hoping to continue the tradition of an in-person Commemorative Civil Rights March, following all coronavirus precautions.

Please stand with us by placing an ad in the 2021 MLK Day full-color digital program book. It will be easily accessible to thousands of people, acknowledging that you and your organization share Dr. King’s dream of equality, justice, and freedom for all people.

The enclosed form contains all the details necessary to complete your ad request. If you have any questions, please contact us at 513-491-3448 or mlkcgiving@gmail.com.

Sincerely,

Dr. Ericka King-Betts