

THE DELTA XI LAMBDA CHAPTER OF ALPHA PHI ALPHA FRATERNITY, INC. &
THE I.S. HANKINS / F.A. JOHNSON EDUCATION FOUNDATION

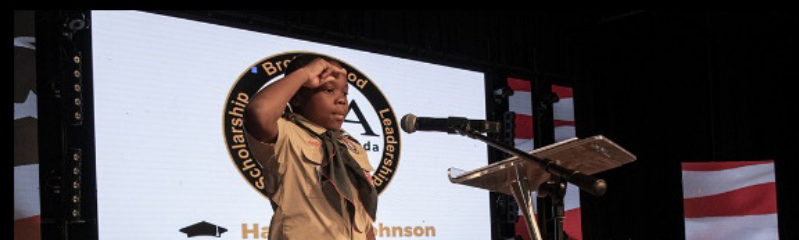
41ST ANNUAL

MLK

Commemorative Luncheon

ADVERTISING & SPONSORSHIP

Booklet





POWER, PURPOSE, AND THE BALLOT



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WELCOME MESSAGE



Dear Community Partners, Sponsors, and Supporters,

The I.S. Hankins – F.A. Johnson Education Foundation, Inc. of the Orlando Alumni Chapter of Alpha Phi Alpha Fraternity, Inc. in partnership with the Mayor of Orlando's MLK Commission is preparing for its 2027 MLK Leadership Series – 23rd Annual MLK Leadership Forum and 41st Annual MLK Commemorative Luncheon. The 2027 MLK Leadership Series theme is “**Power, Purpose, and the Ballot**”.

The 2027 MLK Leadership Series is where we invite the community to join us in celebrating, commemorating, and living the DREAM. The

Forum will be a moderated interactive event with key leaders of the Orlando community. The Forum will take place on Thursday, January 14, 2027, 7pm ET. The Luncheon will be held at Orlando's historic First Baptist Church on Friday, January 15, 2027, 11:30am ET. At the Luncheon, students, community leaders, and organizations are recognized with our prestigious Drum Major Award in Scholastic Achievement(scholarship), Civic Affairs, Social Justice, Community Service, and Business.

Proceeds from the Luncheon will help us reach our 2027 goal to award \$50,000 in college scholarships. Additionally, the Luncheon funds our Young Men of Distinction (YMOD) mentorship program and provides support for other educational/community service initiatives of our Education Foundation. Over the last decade, our Foundation has awarded over \$285,000 in college scholarships, sponsored 350+ YMODs, and supported Scouting and other programs to benefit youth in the Central Florida community.

With your continued support and encouragement, we awarded \$40,000 in scholarships this year (2026). We could not have done that without your support! Therefore, we ask you to partner with us for our 2027 MLK Leadership Series so we can continue to encourage youth and community leaders to keep moving forward and making a positive impact in our communities. Your support helps us to continue developing leaders and promoting academic excellence while providing service and advocacy for the Central Florida community.

For more information about this event contact:

Benjamin Garcia | 321.348.7372 | MLK@orlandoalphas.com, or Visit: <http://mlkluncheon.org>

On behalf of the Orlando Alumni Chapter of Alpha Phi Alpha Fraternity, Incorporated and our I.S. Hankins – F.A. Johnson Education Foundation, thank you in advance for your support.

Sincerely,

Benjamin Garcia / Robert Harvey

Benjamin Garcia & Robert Harvey
2025 MLK Leadership Series Co-Chairs

KEYNOTE SPEAKER



Simon T. Bailey teaches leaders in communities, companies, and countries how to amplify brilliance in permanent uncertainty.

He has worked inside 2,600 organizations across 55 countries as a researcher, keynote speaker, facilitator, and advisor to executives who must read the signal instead of the noise. He is the author of twelve books, most recently *Amplify Hope: Lead from Where You Are Standing*, and the host of *Amplify Hope Today*, a weekly podcast featuring the leaders shaping what comes next. His organization published the national study *The State of Working America: Thriving in Resilience and Brilliance*.

He is co-creator of *Brilliance360.AI*, a competency-based platform for workplace readiness. Where conventional training measures completion, *Brilliance360* measures capability — participants apply what they learn inside realistic scenarios and produce evidence of the skill at work. Mindset, willset, and skillset, demonstrated through behavior rather than attendance.

Bailey holds an Executive MBA from the University of East London and has developed fourteen LinkedIn Learning courses used by more than 400,000 professionals in 100 countries.

His career was built in Orlando's hospitality industry, with Hyatt Hotels and Visit Orlando. The foundation of his work was laid at the Disney Institute, where as sales director he learned that service is not a transaction — it is an elevation of the human experience. Twenty-four years later, that remains the whole thesis.

A native of Buffalo, New York, he has called Orlando home for thirty-five years and is serving his second term as a board member of the Orlando Health Foundation. He considers his proudest work the unfolding brilliance of his two children — Madison, a graduate of Rollins College, and Daniel, a graduate of the UCF Rosen College of Hospitality Management.



BY THE NUMBERS



ATTENDANCE

2026
450 (In-Person)

2025
450 (In-Person)

2024
450 (In-Person)

2023
450 (In-Person)

2022
1287 Viewers (Virtual)



SCHOLARSHIP DOLLARS AWARDED

2026
\$40,000.00

2025
\$38,000.00

2024
\$37,000.00

2023
\$33,000.00

2022
\$31,500.00



2026 WEBSITE STATISTICS

Unique Visitors
7,975

Avg Visits
2.81

Page Views
22,409



2026 AVERAGE EMAIL OPEN RATE

Subscribers
~2,700

Average Open
EMail Rate
47.4%



FACEBOOK

Reach
~1,900



INSTAGRAM

Reach
2,930

ADVERTISING PACKAGES

PLATINUM LEVEL SPONSOR - \$7,500.00

- VIP Registration For Table Of 24 For Luncheon & Forum *(Names And Emails Required)*
- Two 60 Second Commercials Played During Luncheon *(Premium Placement)*
- Verbal Recognition And Twenty (20) Second Display Of Your Logo During Forum
- Full-Page Color Ad In Digital Souvenir Journal *(Premium Placement)*
- Logo Placement On Website Sponsorship Page
- Social Media Recognition *(Facebook And Instagram)*

GOLD LEVEL SPONSOR - \$5,000.00

- VIP Registration For Table Of 20 For Luncheon & Forum *(Names And Emails Required)*
- 60 Second Commercial Played During Luncheon *(Premium Placement)*
- Verbal Recognition And Ten (10) Second Display Of Your Logo During Forum
- Full-Page Color Ad In Digital Souvenir Journal *(Premium Placement)*
- Logo Placement On Website Sponsorship Page
- Social Media Recognition *(Facebook And Instagram)*

SILVER LEVEL SPONSOR - \$3,000.00

- VIP Registration For Table Of 16 For Luncheon & Forum *(Names And Emails Required)*
- 30 Second Commercial Played During Luncheon
- Verbal Recognition And Ten (10) Second Display Of Your Logo During Forum
- Full-Page Color Ad In Digital Souvenir Journal
- Logo Placement On Website Sponsorship Page

BRONZE LEVEL SPONSOR - \$2,000.00

- VIP Registration For Table Of 12 For Luncheon & Forum *(Names And Emails Required)*
- 30 Second Commercial Played During Luncheon
- Verbal Recognition And Ten (10) Second Display Of Your Logo During Forum
- Full-Page Color Ad In Digital Souvenir Journal
- Logo Placement On Website Sponsorship Page

TABLE LEVEL SPONSOR - \$1,200.00

- VIP Registration For Table Of 8 For Luncheon & Forum *(Names And Emails Required)*
- Verbal Recognition And Ten (10) Second Display Of Your Logo During Forum
- Full-Page B&W Ad In Digital Souvenir Journal
- Logo Placement On Website Sponsorship Page

ADDITIONAL OPPORTUNITIES

VIDEO COMMERCIALS

60 Second Commercial	\$500.00
30 Second Commercial	\$250.00

OFFICIAL PROGRAM BOOKLET

Full Page Ad	\$200.00
Half Page Ad	\$150.00
Quarter Page Ad	\$100.00
Logo Placement on Sponsor Page	\$50.00

OFFICIAL WEBSITE

Logo Placement on Sponsor Page	\$50.00
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ADVERTISING SPECIFICATIONS

VIDEO COMMERCIALS

Video Ratio: 16:9, Recommended Resolution: Upload the highest resolution video available that meets file size limits., Video File Size: 4GB Max, Video Length Minimum: 15 seconds, Video Length Maximum: 60 Seconds, Video Captions: Optional but recommended, Video Sound: Optional but recommended

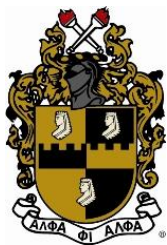
PROGRAM BOOKLET

Ads designs must be submitted "camera ready" in digital form. The file formats which will be accepted are PDF, EPS, JPG, TIFF, INDD or PSD. The resolution of the file should be 300 dpi or greater. All typefaces must be embedded or linked and submitted with the graphics. Please ensure that all files are properly sized to the ad space: However, if you require full bleed, please add one quarter inch on all edges subject to trim.

Full Page: 8.5" W x 11" H with .25 bleed
Half Page: 8.5" W x 5.5" H with .25 bleed
Quarter Page: 4.25" W x 5.5" H with .25 bleed

LOGO PLACEMENT

The file formats which will be accepted are PDF, EPS, JPG, TIFF, INDD or PSD. The resolution of the file should be 300 dpi or greater. All typefaces must be embedded or linked and submitted with the graphics.



MLK LEADERSHIP SERIES

CONFIRMATION ORDER FORM

Register Online:

<http://www.mkluncheon.org>

CORPORATE SPONSORSHIPS

PLATINUM LEVEL SPONSOR - \$7,500.00

VIP Registration For Table Of 24 For Luncheon & Forum, Two 60 Second Commercials Played During Luncheon (Premium Placement), Verbal Recognition And Twenty (20) Second Display Of Your Logo During Forum, Full-Page Color Ad In Digital Souvenir Journal (Premium Placement), Logo Placement On Website Sponsorship Page, Social Media Recognition (Facebook And Instagram)

GOLD LEVEL SPONSOR - \$5,000.00

VIP Registration For Table Of 20 For Luncheon & Forum, 60 Second Commercial Played During Luncheon (Premium Placement), Verbal Recognition And Ten (10) Second Display Of Your Logo During Forum, Full-Page Color Ad In Digital Souvenir Journal (Premium Placement), Logo Placement On Website Sponsorship Page, Social Media Recognition (Facebook And Instagram)

SILVER LEVEL SPONSOR - \$3,000.00

VIP Registration For Table Of 16 For Luncheon & Forum, 30 Second Commercial Played During Luncheon, Verbal Recognition And Ten (10) Second Display Of Your Logo During Forum, Full-Page Color Ad In Digital Souvenir Journal, Logo Placement On Website Sponsorship Page

BRONZE LEVEL SPONSOR - \$2,000.00

VIP Registration For Table Of 12 For Luncheon & Forum, 30 Second Commercial Played During Luncheon, Verbal Recognition And Ten (10) Second Display Of Your Logo During Forum, Full-Page Color Ad In Digital Souvenir Journal, Logo Placement On Website Sponsorship Page

TABLE LEVEL SPONSOR - \$1,200.00

VIP Registration For Table Of 8 For Luncheon & Forum, Verbal Recognition And Ten (10) Second Display Of Your Logo During Forum, Full-Page B&W Ad In Digital Souvenir Journal, Logo Placement On Website Sponsorship Page

Total Due \$ _____

PAYMENT METHOD: ☐ CHECK ☐ MONEY ORDER ☐ CREDIT CARD

(For credit card payments – make payment online at <http://www.mkluncheon.org>)

NAME: _____

COMPANY: _____

CITY: _____ STATE: _____ ZIP: _____

TELEPHONE: _____ FAX: _____ EMAIL: _____

SPONSOR/ADVERTISER SIGNATURE: _____

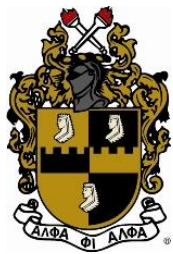
Make Checks Payable To: I.S. Hankins-F.A. Johnson Education Foundation

Mail To: Hankins Johnson Education Foundation, Inc.
PO Box 2586
Orlando, FL 32802

Email Order Form To: MLK@OrlandoAlphas.com

For More Information Call: Benjamin Garcia at 321.348.7372 or email MLK@OrlandoAlphas.com

Please respond with you sponsor preference no later than December 15th. Please select your payment method in the spaces provided. If a check is not received with this form, an invoice will be issued. Foundation TAX ID# 59-3598318. **Advertisements** will not be placed without payment. All advertisements must be submitted in accordance with the specifications outlined in this booklet. Payment shall be remitted in full with advertisement. **ALL ADS MUST BE RECEIVED BY DECEMBER 15th.** This order form represents an agreement for the purchase of a sponsorship and/or advertising space. The signor becomes the responsible for payment upon receipt of the completed order form. The Orlando Alumni Chapter of Alpha Phi Alpha Fraternity, Inc. reserves the right to reject any sponsor or ad that is deemed inappropriate. Ad specs provided upon advertiser's confirmation.



MLK LEADERSHIP SERIES
CONFIRMATION ORDER FORM

Order Register Online:
<http://www.mkluncheon.org>

DIGITAL ADVERTISING OPPORTUNITIES

MLK LUNCHEON LIVE STREAM

60 SECOND VIDEO COMMERCIAL	QTY. ____	\$500.00	60 Seconds	TOTAL DUE: _____
30 SECOND VIDEO COMMERCIAL	QTY. ____	\$250.00	30 Seconds	TOTAL DUE: _____

MLK LUNCHEON PROGRAM BOOKLET

FULL PAGE AD (Portrait Format)	QTY. ____	\$200.00	Size 8.5" W x 11.0" H	TOTAL DUE: _____
HALF PAGE AD (Landscape Format)	QTY. ____	\$150.00	Size 8.5"W x 5.5" H	TOTAL DUE: _____
QUARTER PAGE AD (Portrait Format)	QTY. ____	\$100.00	Size 4.25"W x 5.5" H	TOTAL DUE: _____
LOGO PLACEMENT (Sponsor Page)	QTY. ____	\$50.00	300dpi (.jpg or .png)	TOTAL DUE: _____

MLK LUNCHEON OFFICIAL WEBSITE

LOGO PLACEMENT (Sponsor Page)	QTY. ____	\$50.00	300dpi (.jpg or .png)	TOTAL DUE: _____
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TOTAL DUE: _____

PAYMENT METHOD: ☐ CHECK ☐ MONEY ORDER ☐ CREDIT CARD

(For credit card payments – make payment online at [MLKluncheon.org](http://www.mkluncheon.org))

NAME: _____

COMPANY: _____

CITY: _____ STATE: _____ ZIP: _____

TELEPHONE: _____ FAX: _____ EMAIL: _____

SPONSOR/ADVERTISER SIGNATURE: _____

Make Checks Payable To: I.S. Hankins-F.A. Johnson Education Foundation

Mail To: Hankins Johnson Education Foundation, Inc.
PO Box 2586
Orlando, FL 32802

Email Order Form To: MLK@OrlandoAlphas.com

For More Information Call: Benjamin Garcia at 321.348.7372 or email MLK@OrlandoAlphas.com

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