

SPONSORSHIP PACKAGE

UNITED GROUP OF ARTISTS PRESENTS

United
GROUP
OF ARTISTS



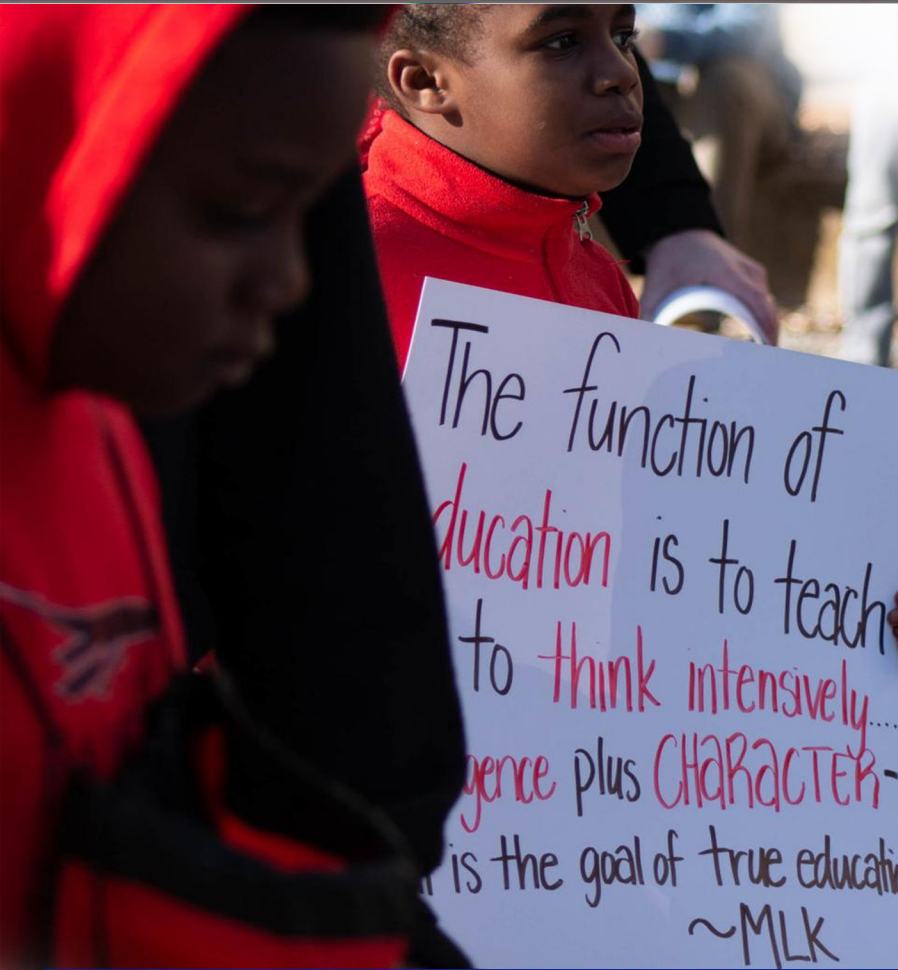
MON
15TH
JAN

9TH ANNUAL ATHENS-CLARKE
MLK DAY
PARADE
& MUSIC FESTIVAL

PARADE | VENDORS | LIVE PERFORMANCES

FOR INFO CALL 678.740.3884

Audience and Demographics



Ages 3yrs old - 65



IN 2021, ATHENS-CLARKE COUNTY, GA HAD A POPULATION OF 214K PEOPLE WITH A MEDIAN AGE OF 32.8 AND A MEDIAN HOUSEHOLD INCOME OF \$52,958. BETWEEN 2020 AND 2021 THE POPULATION OF ATHENS-CLARKE COUNTY, GA GREW FROM 210,810 TO 213,886, A 1.46% INCREASE AND ITS MEDIAN HOUSEHOLD INCOME GREW FROM \$49,503 TO \$52,958, A 6.98% INCREASE.

THE 5 LARGEST ETHNIC GROUPS IN ATHENS-CLARKE COUNTY, GA ARE WHITE (NON-HISPANIC) (65.2%), BLACK OR AFRICAN AMERICAN (NON-HISPANIC) (19.6%), WHITE (HISPANIC) (4.65%), ASIAN (NON-HISPANIC) (3.28%), AND TWO+ (NON-HISPANIC) (2.71%). NONE OF THE HOUSEHOLDS IN ATHENS-CLARKE COUNTY, GA REPORTED SPEAKING A NON-ENGLISH LANGUAGE AT HOME AS THEIR PRIMARY SHARED LANGUAGE. THIS DOES NOT CONSIDER THE POTENTIAL MULTI-LINGUAL NATURE OF HOUSEHOLDS, BUT ONLY THE PRIMARY SELF-REPORTED LANGUAGE SPOKEN BY ALL MEMBERS OF THE HOUSEHOLD. 95.6% OF THE RESIDENTS IN ATHENS-CLARKE COUNTY, GA ARE U.S. CITIZENS. THE LARGEST UNIVERSITIES IN ATHENS-CLARKE COUNTY, GA ARE UNIVERSITY OF GEORGIA (13,166 DEGREES AWARDED IN 2021), ATHENS TECHNICAL COLLEGE (2,063 DEGREES), AND GEORGIA INSTITUTE OF COSMETOLOGY (140 DEGREES).

IN 2021, THE MEDIAN PROPERTY VALUE IN ATHENS-CLARKE COUNTY, GA WAS \$211,500, AND THE HOMEOWNERSHIP RATE WAS 54.9%. MOST PEOPLE IN ATHENS-CLARKE COUNTY, GA DROVE ALONE TO WORK, AND THE AVERAGE COMMUTE TIME WAS 23.2 MINUTES. THE AVERAGE CAR OWNERSHIP IN ATHENS-CLARKE COUNTY, GA WAS 2 CARS PER HOUSEHOLD. ATHENS-CLARKE COUNTY, GA BORDERS ATLANTA-SANDY SPRINGS-ROSWELL, GA AND JEFFERSON, GA.

PAST SPONSORS



NON PROFIT PARTNERS

ADVOCATING FOR RACIAL AND SOCIAL JUSTICE THROUGH EDUCATION AND ACTIVISM



THE ATHENS ANTI-DISCRIMINATION MOVEMENT AKA "AADM" ADVOCATES FOR RACIAL AND SOCIAL JUSTICE AND STRIVES TO COMBAT DISCRIMINATION THROUGH EDUCATION AND ACTIVISM. AADM ALSO OFFERS VARIOUS WORKSHOPS, PROGRAMS AND RESOURCES DESIGNED TO HELP CITIZENS PROTECT THEIR CIVIL AND HUMAN RIGHTS.

ATHENS, GA. MLK DAY PARADE & FESTIVITIES



ATHENS-GEORGIA-MARTIN LUTHER KING JR. STATED, "WE MUST LEARN TO LIVE TOGETHER AS BROTHERS OR PERISH TOGETHER AS FOOLS." SO TO STAND IN SOLIDARITY, SO IN CELEBRATION OF THIS VIRTUE, ON MLK DAY HOLIDAY MONDAY, JANUARY 21, 2019, UNITED GROUP OF ARTISTS IN COLLABORATION WITH OUR NONPROFIT PARTNER ATHENS ANTI-DISCRIMINATION MOVEMENT WILL HOST THE 3RD ANNUAL ATHENS MLK DAY PARADE AND MUSIC FEST. THE PARADE WILL BEGIN IN DOWNTOWN ATHENS STARTING @3 PM. THIS EVENT IS DESIGNED TO CELEBRATE JUSTICE AND EQUALITY; TO STIMULATE CULTURE AND DIVERSITY, AND ENCOURAGE CITIZENS TO STAND IN SOLIDARITY.

A PORTION OF THE PROCEEDS WILL BENEFIT ATHENS ANTI DISCRIMINATION MOVEMENT
THANK YOU FOR YOUR SPONSORSHIP CONSIDERATION

<p>SILVER</p>	<p>YOUR LOGO ON PROMOTIONAL MATERIALS (FLYERS, POSTERS) COMPANY PARADE PARTICIPATION MENTIONS AT THE EVENT FESTIVAL</p>	<p>\$500</p>
<p>GOLD</p>	<p>YOUR LOGO ON ALL PROMOTIONAL MATERIALS INCLUDING NEWSPAPER ADS MENTIONS AT ALL 4 EVENT VENUES COMPANY PARADE PARTICIPATION YOUR LOGO ON PARADE BANNER</p>	<p>\$1000</p>
<p>PLATINUM</p>	<p>LOGO PLACEMENT ON WEBSITE & PROMO MATERIAL MENTIONS ON RADIO COMM & 4 VENUES YOUR OWN COMPANY BANNER FOR PARADE & FESTIVAL BANNER PLACEMENT ON STAGE AT CONCERT</p>	<p>\$2000</p>

DONATION ARE WELCOMED | TAX DEDUCTIBLE

THANK YOU FOR YOUR PARTICIPATION MLK JR. DAY PARADE & MUSIC FESTIVAL



TO MAKE YOUR CONTRIBUTION WRITE YOUR CHECK TO ATHENS ANTI DISCRIMINATION MOVEMENT, FILL OUT THE DONATION SLIP PROVIDED WITH THIS PACKAGE, AND DROP IN THE MAIL OR, CALL TO ARRANGE A PICKUP OF YOUR CASH OR CHECK. YOU MAY ALSO DONATE ELECTRONICALLY BY VISITING WWW.AADMOVEMENT.ORG ATHENSANTIDISCRIMINATIONMOVEMENT@GMAIL.COM FOR INFO A RECEIPT FOR YOUR TAX DEDUCTIBLE DONATION WILL BE SENT AFTER IT IS PROCESSED. CONTACT US AT KNOWALOGIC@GMAIL.COM OR CALL 678 740 3884 FOR QUESTIONS OR TO MAKE ARRANGEMENTS.

INFO FOR TAX DEDUCTIBLE DONATIONS

DONATIONS ONLY FORM

Please cut here and include with mailed or collected-in-person donations

Name/Organization: _____

Phone: _____ Email address: _____

Mailing Address: _____

Physical Address: _____

Donation amount: _____ Circle: check cash

I am able to donate other services or supplies- Please list:

Checks should be made out to Athens Anti Discrimination Movement
PLEASE MAIL ALL DONATIONS TO P.O. BOX 49095 ATHENS, GA. 30604