

RESOLUTION NO. 2018-116

A RESOLUTION OF THE MAYOR AND VILLAGE COUNCIL OF THE VILLAGE OF PALMETTO BAY, FLORIDA, RELATING TO SPECIAL EVENTS; APPROVING THE PARTICIPATION OF THE VILLAGE OF PALMETTO BAY AS A SPONSOR OF THE WEST PERRINE DR. MARTIN LUTHER KING, JR., ANNUAL CELEBRATION; AUTHORIZING THE VILLAGE MANAGER TO DISBURSE UP TO \$1,000 AS PART OF THE VILLAGE’S SPONSORSHIP CONTRIBUTION; AND PROVIDING FOR AN EFFECTIVE DATE. (Sponsored by Administration)

WHEREAS, West Perrine Community Development Corporation is making preparation for the annual Dr. Martin Luther King Jr., Holiday Parade and Festivities; and

WHEREAS, the Village is eager to provide support for this worldwide event wherein the local communities honor the legacy of Dr. King and celebrate his birthday and remember his teachings of non-violence and sanctity of human rights for all; and

WHEREAS, the Village of Palmetto Bay believes that supporting this annual event remains a worthwhile endeavor.

NOW, THEREFORE, BE IT RESOLVED BY THE MAYOR AND VILLAGE COUNCIL OF THE VILLAGE OF PALMETTO BAY, FLORIDA, AS FOLLOWS:

Section 1: The Village of Palmetto Bay, Florida, expresses its support of the 2018 Dr. Martin Luther King Jr., Holiday Parade and Festivities happening the week of January 14-21, 2019.

Section 2: The Village Manager is authorized to disburse an amount not to exceed \$1,000 for the Village to participate as a Corporate Sponsor.

Section 3: This Resolution shall take effect immediately upon the date of its adoption herein.

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PASSED and **ADOPTED** this 5th day of December 2018.

DocuSigned by:
Missy Arocha
Attest: _____
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Missy Arocha
Village Clerk

DocuSigned by:
Karyn Cunningham

35B93CD2D0CB470...
Karyn Cunningham
Mayor

APPROVED AS TO FORM AND LEGAL SUFFICIENCY FOR THE USE AND RELIANCE OF THE VILLAGE OF PALMETTO BAY, FLORIDA ONLY:

DocuSigned by:
Dexter W. Lehtinen

1B1D06E71321445...
Dexter W. Lehtinen
Village Attorney

FINAL VOTE AT ADOPTION:

- Council Member Patrick Fiore YES
- Council Member David Singer YES
- Council Member Marsha Matson YES
- Vice-Mayor John DuBois YES
- Mayor Karyn Cunningham YES

Living the Dream;
Let Freedom Ring!



Remember! Celebrate! Act!
A DAY ON, NOT A DAY OFF!

OFFICERS

Chairman

Robert L. Spencer

Vice-Chairman

Edward Hanna, Jr.

Secretary/Treasurer

Linda Webb

ADVISORY BOARD

Percy Anderson

Debra Bellamy

Charles Bethel

Sam Burley

Larry Corbett

Romanita Ford

Henry Godwin

Rufus Grant

Angela Green

Floyd Johnson

Patricia Johnson

Harvy Langston

Angela Roberts

Willie Spencer

Frank Tomlin

Joseph Tomlin

Ron Tookes

Horace Turnbull

James Williams

Arthur Whitehead

Dorothy Zeigler



Building A Better
Community

WEST PERRINE

COMMUNITY DEVELOPMENT CORPORATION

THE WEST PERRINE DR. MARTIN LUTHER KING, JR. HOLIDAY CELEBRATION

POST OFFICE BOX 570877 • MIAMI FLORIDA 33257

PHONE: (786) 298-6925

July 26, 2018

RE: Sponsorship Opportunities for the 2019 Annual West Perrine Dr. Martin Luther King Jr. Holiday Celebration

Dear Supporter:

The *West Perrine Community Development Corporation* is making preparations for the 2019 **Dr. Martin Luther King, Jr. Holiday Parade and Festivities: January 14 - 21, 2019**. The national theme calls on us to remember the work and legacy of Dr. King, to celebrate his birthday as a national holiday and act on his teachings- in keeping with his principles of nonviolence and human rights.

Since 1980, we have made this celebration a family oriented, community awareness and cultural event. What began as a very small parade... made up of a couple of area high school bands has become a major production, consisting of more than four (4) events over the course of the holiday weekend. Past celebrations include the following:

- **Annual "Kick-Off Breakfast held at the Doubletree Hotel**

(Our past guest speakers included: Rev. Dr. Joseph Lowery, Mr. Carl T. Rowan, Dr. Jawanza Kunjufu, Dr. Robert Ingram, Bishop Victor T. Curry, and Mayor Johnny Ford).

- **MLK Business Expo held at Palmetto Bay Village Center**

This event features over 100 businesses displaying their goods and services. Technical support services were provided and networking opportunities.

- **The Annual Commemorative Parade**

The West Perrine MLK Parade has become a quality production that features dignitaries, decorative floats, area businesses, electrifying performances by high school and college bands; and of course, directly from Nassau, Grand Bahamas Island. The Grand Bahamas Junkanoo Band and The Royal Police Band.

West Perrine MLK Celebration
Sponsorship Letter
July 26, 2018

- **The Marching Band Extravaganza (A Festival of Bands)**

This event features the distinguished sounds, moves and grooves of some of South Florida's finest high school marching bands and none other than the World-Famous Florida A&M University Marching 100 Rattler Band and The Bethune Cookman University Marching Wildcat Band.

As we plan for the 2019 MLK Celebration, we are in need of your support-*Sponsorship support*. Sponsorship levels vary and each level is accompanied by a generous package. *Why should you become a part of this event?* Some of the benefits to supporting this worthwhile celebration include media exposure promotional/publicity opportunities and community presence. Positive cultural activities have positive effects on communities and the cultures that they represent, which is why we are strongly committed to this event and its meaning. (See *Enclosure*).

Please take advantage of this opportunity to be a part of a worthwhile celebration that seeks to unify the communities of Miami-Dade County on a day when we must **"Remember! Celebrate! Act!"** and share in Dr. King's dream of a world united together in harmony fostering the spirit of universal love and brotherhood.

All sponsorships should be made payable to West Perrine Community Development Corporation (WPCDC) and must be received by Friday, November 30, 2018.

If you have any questions or require additional information, please feel free to contact me at (786) 298-6925.

Sincerely,

Edward Hanna, Jr.

Edward Hanna, Jr.
Committee Chairman

Enclosures:

Dr. Martin Luther King Jr. Holiday Celebration
January 14 – 21, 2019

Sponsorship Levels

\$50,000 TITLE SPONSOR

Entitlement includes:

- 20 VIP Tables (200 tickets) to the MLK Unity Kick-Off Breakfast
- 200 MLK Souvenir Journals
- 200 VIP Tickets to the Band Extravaganza "*Festival of Bands*"
- 406 Parade Display Banners along the Parade Route
- 3 Complimentary Parade Entries in the MLK Parade
- 6 Complimentary Decorative Floats in the MLK Parade
- Front Cover of the MLK Souvenir Journal & 2 Full Pages in the Souvenir Journal
- Your company name and logo as "Title Sponsor" classification on all promotional materials, press releases and publications
- Company name mentioned on all TV & Radio promotions as "Title Sponsor"

\$25,000 PRESENTING SPONSOR

Entitlement includes:

- 20 VIP Tables (200 tickets) to the MLK Unity Kick-Off Breakfast
- 200 MLK Souvenir Journals
- 200 VIP Tickets to the Band Extravaganza "*Festival of Bands*"
- 90 Parade Display Banners along the Parade Route
- 3 Complimentary Parade Entries in the MLK Parade
- 3 Complimentary Decorative Floats in the MLK Parade
- Back Cover of the MLK Souvenir Journal
- Your company name and logo as "Presenting Sponsor" classification on all promotional materials, press releases and publications
- Company name mentioned on all TV & Radio promotions as "Presenting Sponsor"

\$10,000 PLATINUM SPONSOR

Entitlement includes:

- 5 VIP Tables (50 tickets) to the MLK Unity Kick-Off Breakfast
- 50 MLK Souvenir Journals
- 40 VIP Tickets to the Band Extravaganza "*Festival of Bands*"
- 37 Parade Display Banners along the Parade Route
- 1 Complimentary Parade Entries in the MLK Parade
- 2 Complimentary Decorative Floats in the MLK Parade
- Inside Front Cover of the MLK Souvenir Journal
- Your company name and logo as "Platinum Sponsor" classification on all promotional materials, press releases and publications
- Company name mentioned on all TV & Radio promotions as "Platinum Sponsor"

\$7,500 GOLD SPONSOR

Entitlement includes:

- 3 VIP Tables (30 tickets) to the MLK Unity Kick-Off Breakfast
- 30 MLK Souvenir Journals
- 30 VIP Tickets to the Band Extravaganza "*Festival of Bands*"
- 20 Parade Display Banners along the Parade Route
- 1 Complimentary Parade Entries in the MLK Parade
- 2 Complimentary Decorative Floats in the MLK Parade
- Inside Back Cover of the MLK Souvenir Journal
- Your company name and logo as "Gold Sponsor" classification on all promotional materials, press releases and publications
- Company name mentioned on all TV & Radio promotions as "Gold Sponsor"

\$5,000 SILVER SPONSOR

Entitlement Includes:

- 2 VIP Tables (20 tickets) to the MLK Unity Kick-Off Breakfast
- 20 MLK Souvenir Journals
- 20 VIP Tickets to the Band Extravaganza "*Festival of Bands*"
- 19 Parade Display Banners along the Parade Route
- 1 Complimentary Parade Entry in the MLK Parade
- 1 Complimentary Decorative Float in the MLK Parade
- Full Page Ad (Inside Back Page) in the MLK Souvenir Journal
- Your company name and logo as "Silver Sponsor" classification on all promotional materials, press releases and publications
- Company name mentioned on all TV & Radio promotions as "Silver Sponsor"

\$2,500 BRONZE SPONSOR

Entitlement Includes:

- 2 VIP Tables (20 tickets) to the MLK Unity Kick-Off Breakfast
- 20 MLK Souvenir Journals
- 20 VIP Tickets to the Band Extravaganza "*Festival of Bands*"
- 16 Parade Display Banners along the Parade Route
- 1 Complimentary Parade Entry in the MLK Parade
- Full Page Ad in the MLK Souvenir Journal
- Your company name and logo as "Bronze Sponsor" classification on all promotional materials, press releases and publications
- Company name mentioned on all TV & Radio promotions as "Bronze Sponsor"

**West Perrine MLK Celebration
Sponsorship Levels**

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\$1,000 CORPORATE SPONSOR

Entitlement includes:

2 VIP Tables (20 tickets) to the MLK Unity Kick-off Breakfast
20 MLK Souvenir Journals

10 VIP Tickets to the Band Extravaganza "*Festival of Bands*"

1 Parade Display Banners along the Parade Route

1 Complimentary Parade Entry in the MLK Parade

Full Page Ad in the MLK Souvenir Journal

Your company name and logo as "Corporate Sponsor" classification
on all promotional materials, press releases and publications

Company name mentioned on all TV & Radio promotions as "Corporate Sponsor"

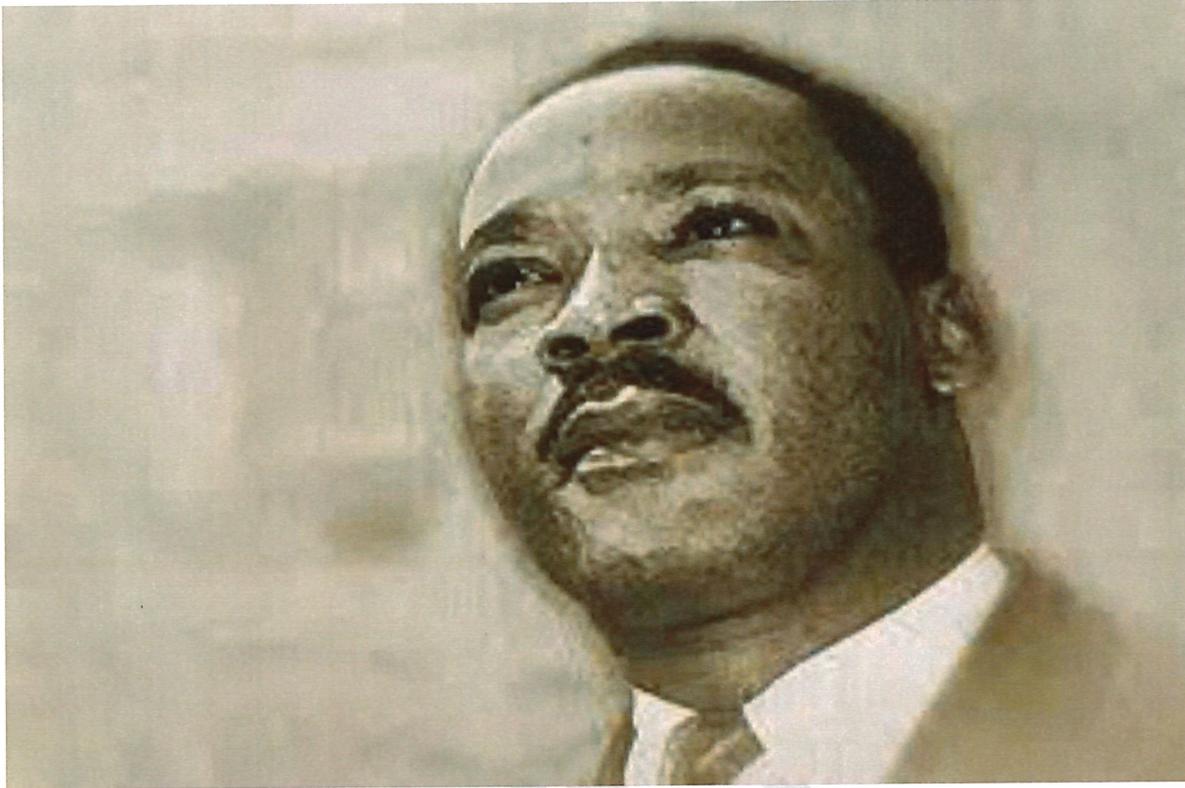
\$500 CHAMPION SPONSOR

Entitlement includes:

1 VIP Tables (10 tickets) to the MLK Unity Kick-off Breakfast
10 MLK Souvenir Journals

10 VIP Tickets to the Band Extravaganza "*Festival of Bands*"

1 Complimentary Parade Entry in the MLK Parade



The Village of Palmetto Bay

Remains proud to be an annual supporter of the
West Perrine Community Development Corporation's
Dr. Martin Luther King, Jr. 2018 Festivities

Dr. Martin Luther King, Jr. served as a voice of consciousness for our Nation and his words continue to inspire courage, humility, compassion, and love for our fellow man. Through Dr. King's heroic efforts, multitudes became focused on the plight of the poor and those who suffered from injustice.

"The ultimate measure of a man is not where he stands in moments of comfort and convenience, but where he stands at times of challenge and controversy." - Martin Luther King Jr.