

THE CITY OF LAUDERHILL & THE MLK TASK FORCE PRESENT



**THE 2019**  
**MLK OLD SCHOOL**  
**MUSIC CELEBRATION**

**DENIECE WILLIAMS** *and* **HOWARD HEWETT**

FEATURING SPECIAL GUEST *THE OLD SKOOL GANG*

**FEBRUARY 16, 2019 AT 7:00 PM**

*Sponsor Booklet*



@ Lauderhill Performing Arts Center  
3800 NW 11th Place, Lauderhill, FL 33311

# Lauderhill Demographic Profile

Located in the "Heart of Broward County" less than one mile west of Fort Lauderdale, the City of Lauderhill is a great place to work, play, and live. It is a thriving city known for its innovative efforts to improve the quality of life for its residents and businesses.

Lauderhill was incorporated on June 20, 1959, with approximately 100 residents and many acres of developable land. In 1970, the Inverrary Country Club was built, and in 1972, its golf course became home to the Jackie Gleason Inverrary Classic. Gleason himself built his home on the golf course. Today, the golfing community is still a vital part of Lauderhill, which can be seen by our active golf courses and annual golf tournaments.

The City of Lauderhill encompasses 8.5 square miles with a diverse population of over 70,000 people. The median age of Lauderhill residents is 35.9 years.



Population .....	70,452
Male .....	45.0%
Female.....	55.0%
White.....	11.0%
Black or African American.....	76.36%
American Indian & Alaska Native.....	0.36%
Asian.....	1.4%
Two or more races.....	1.72%
Hispanic or Latino.....	8.4%
Born outside of the United States.....	35.9%
High School Graduate or Higher.....	82.2%
Bachelor's Degree or Higher.....	19.1%
Median Family Household Income.....	\$39,657
Median Age.....	40 years



# M. Margaret Bates

## Chairperson of the MLK Task Force

**Dear Community Partner:**



During the months of January and February of 2019, the City of Lauderhill Dr. Martin Luther King, Jr. Task Force celebrates the life, legacy and dreams of Dr. Martin Luther King, Jr. and Black History month in many different ways.

This year marks our 19th year as a Volunteer Committee. We have members who have been serving on this committee since its inception. We have Community Sponsors who have donated to our cause equally as long. The level of commitment to this well deserving cause is incomparable.

As the MLK Task Force has grown and evolved over the years, so have the events and programming we offer the community. Currently, we proudly host a Civil Rights Spelling Bee in which 16 neighboring elementary schools are now participating. Our Brain Bowl Competition is now televised and includes 10 local Middle Schools who compete in a game-show type competition for the City's coveted Brain Bowl title. For our mature audience, the Task Force has hosted 17 very exhilarating guest speakers over the years. Our VIP's included power houses like James Earl Jones, Spike Lee, MLK JR. III, Lee Daniels, Bernice King and so many more.

For our 19th year, the Task Force has decided to change the format and celebrate our legacy by holding an Old School Musical Celebration. On February 16, 2019, the City of Lauderhill and MLK Task Force will host musical acts Deneice Williams, Howard Hewett, and local legends the Old Skool Gang at the Lauderhill Performing Arts Center. These acts are main stays in Pop Culture and can be heard regularly on any R&B station in America Music Station today. Trendsetters, trailblazers, and innovators in music today.....our musical acts were able to enjoy such successes thanks to the life and legacy and sacrifices of Dr. King so many years ago.

The MLK Task Force continues to fund scholarships giving our proceeds to deserving college bound students. Your partnership increases educational opportunities for those who may not necessarily be at the top of their class, but those who deserve an opportunity for higher education.

Please review the partnership opportunities enclosed which lists levels in detail. Your organization can participate and make a difference in this community.

If you have any questions, please contact Leslie Johnson at 954-730-3000, or you can email her at [ljohnson@laudherhill-fl.gov](mailto:ljohnson@laudherhill-fl.gov). Thanks so much in advance for you kindness and support.

A handwritten signature in black ink that reads "M. Margaret Bates". The signature is fluid and cursive.

Vice Mayor M. Margaret Bates  
Chairperson of the MLK Task Force

# MLK 2019 Sponsorship Levels

## \$5,000 — “Free at Last Sponsor”

- 10 reserved seats at MLK Old School Music Celebration
  - 10 VIP reception tickets prior to MLK Old School Music Celebration
  - 1 full-page electronic signage ad at MLK Old School Music Celebration
  - Banner rights in Lobby LPAC at MLK Old School Music Celebration
  - ½ page ad in Lauderhill's Spotlight Newsletter
  - Special recognition announcement at the main event
  - Logo inclusion on flyer, newspaper
  - Advertisement/Website rights & links
  - Picture w/ musical guests
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## \$3,500 — “I have a Dream Sponsor”

- 8 reserved seats at MLK Old School Music Celebration
  - 8 VIP tickets prior to MLK Old School Music Celebration
  - 1 full-page electronic signage ad at MLK Old School Music Celebration
  - Banner rights in Lobby LPAC at MLK Old School Music Celebration
  - ¼ page ad in Lauderhill's Spotlight Newsletter
  - Special recognition announcement at main event
  - Logo inclusion on flyer, newspaper and website rights/links.
  - Picture with musical guests
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## \$2,500 — “Let Freedom Ring Sponsor”

- 6 reserved seats at MLK Old School Music Celebration
  - 6 VIP tickets prior to MLK Old School Music Celebration
  - 1 full-page electronic signage ad at MLK Old School Music Celebration
  - Banner rights in Lobby LPAC at MLK Old School Music Celebration
  - Business card size ad in Lauderhill's Spotlight Newsletter
  - Special recognition announcement at main event
  - Flyer, newspaper advertisement
  - Picture with musical guests
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## \$1,500 — “Make A Difference Sponsor”

- 4 reserved seats at MLK Old School Music Celebration
- 4 VIP tickets prior to MLK Old School Music Celebration
- Special recognition announcement at main event
- Banner rights in Lobby LPAC at MLK Old School Music Celebration
- 1 full-page electronic signage ad at MLK Old School Music Celebration
- Picture with musical guests

# MLK 2019 Sponsorship Levels

## \$1000 – “Brain Bowl or Spelling bee Challenge”

Two (2) Sponsors needed – One for each event.

- 2 reserved seats at MLK Old School Music Celebration
- 2 VIP tickets prior to MLK Old School Music Celebration
- 1 full-page electronic signage ad at MLK Old School Music Celebration
- Picture with musical guests

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### A la carte:

- \$500 - Full-page electronic signage ad at MLK Old School Music Celebration
- \$65 - 1 reservation ticket to main event MLK Old School Music Celebration

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## Electronic Signage Advertising

### Electronic Slide Dimensions:

- Full page slide: 8.5" wide X 11" high

### Artwork & Banner Guidelines:

- Artwork must be submitted as camera-ready ads in acceptable formats JPG, PDF, PNG & PSD.
- Color or Black-and-white ads are acceptable.
- Ads can be submitted electronically to Tyler Stewart at [tstewart@lauderdale-fl.gov](mailto:tstewart@lauderdale-fl.gov) and Leslie Johnson at [ljohnson@lauderdale-fl.gov](mailto:ljohnson@lauderdale-fl.gov).
- Banners should not be more than 6 feet long. They can be delivered to City Hall.

### Ad Deadline:

### Send Checks & banners to:

City of Lauderdale  
Attn: Leslie Johnson  
5581 W. Oakland Park Blvd.  
Lauderdale, FL 33313

Make checks payable to: City of Lauderdale.

We also accept electronic payments. Call Leslie Johnson at 954-730-3000 to make payment arrangements over the phone. Tickets will be mailed to you one week prior to the event.

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# Past Lauderdale MLK Events



Judge Greg Mathis



Spike Lee



Michael Baisden



Susan L. Taylor



Julian Bond



Martin Luther King, Jr. III

# Past Lauderdale MLK Events



**Bernice King**



**Harry Belafonte**



**Roland Martin**



**Lee Daniels**



**Mablean Ephriam**





# Past Lauderdale MLK Guest



Ruby Dee and  
Ossie Davis



James Earl Jones



Spike Lee



Andrew Young



Harry Belafonte



Judge  
Greg Mathis



Martin Luther King, Jr. III



Bishop  
Vashti McKenzie



Susan L. Taylor



Roland Martin



Julian Bond



Ed Gordon



Shirley Sherrod



Lee Daniels



Bernice King



Mablean Ephriam



Michael Baisden



The Deele,  
Midnight Star &  
Howard Hewett

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