



OKLAHOMA CITY MLK COALITION

November 6, 2020

Dear Parade Participants/Sponsors:

R. L. Doyle
Chair
(405) 413-4372

Roosevelt Milton
Vice Chair
(405) 427-1972
(405) 308-1472

Winard Brown
Treasurer
(405) 410-7740

William Jones
Parade Coordinator
(405) 306-8440

Garland Pruitt
Parade
Co-Coordinator
(405) 473-6152

Diana Johnson
Public Relation
(405) 255-6201

Anthony Sherrod
Outreach
Coordinator
(405) 887-1192

Denise Hyche
Job Fair
Coordinator
(405) 596-5411

Alexis Combs
Essay/Poster
Contest
Coordinator

January 18, 2021 is the date for the **2021 King Holiday Events**. Thanks to you and the thousands of patrons who have lined the streets to watch, the King Holiday Parade continues to be a sign of UNITY and a tradition of success.

Our 2021 theme, "**Remember, Celebrate, and ACT**" are the steps we need to take now to bring us all back to a place of UNITY. We have always and will continue to display the virtues that will honor Dr. King's life and work! We ask that every entry incorporate the theme of the day.

The corona virus and the CDC guidelines have required us all to make changes and adjustments in how we gather and celebrate. Because of the new normal, the 2021 Dr. Martin Luther King Jr, holiday activities hosted by the OKC MLK Coalition will be held virtually. We will continue the celebration of the life and legacy of Dr. Martin Luther King Jr, we have listed below the guidelines that must be followed for our virtual Celebration. It includes various ways your organization can join with the MLK Coalition and other partners to Celebrate the life and legacy of Dr. King Jr. We respect your work and your efforts and look forward to your continued support and participation in the celebration.

Join us for a virtual Job Fair, Silent March, Bell Ringing, Program, and Parade with your contribution. Directions and information on how this will take place will be in the package and on our website.

Enclosed is the 2021 King Holiday Parade Registration Form. All participants must register and be approved to participate.

Registration Fees = \$45.00

Late Registration Fees = \$55.00

Registration Deadlines (*Mail-In Registrations -OR- On-line Registrations*)

Registration Deadline: December 8, 2020 by 5 pm

Late Registration Deadline: December 15, 2020 after 5 pm

NO registrations accepted after December 21, 2020

You can complete registration forms & pay entry fees online: okcmlkcoalition.org

Mail Registration Forms along with Checks/Money Orders payable to:
OKCMLK Coalition, P.O. Box 53084, Okla. City, OK 73152

If you have any questions or need additional information, please contact Parade Coordinator, **William Jones (405) 306-8440** or **Garland Pruitt (405) 473-6152**. We also invite you to visit our web site at www.okcmlkcoalition.org. Again, thank you for your continued participation and support for our organization. You are vital to the overall success and purpose of the OKCMLK Holiday Parade.

Sincerely yours,

A handwritten signature in cursive script, appearing to read "R. L. Doyle".

R. L. Doyle, Chair
MLK Holiday Coalition

Enclosures

Dr. Martin Luther King, Jr. Holiday Parade
MONDAY, JANUARY 18, 2021 • 2021 Theme: "Remember, Celebrate, and ACT"



2021 Dr. Martin Luther King, Jr. Holiday Celebration
PARADE REGISTRATION



\$45.00 - Registration Deadline: December 8, 2020
\$55.00 - Late Registration Deadline: December 9, 2020 after 5 pm - Jan. 15, 2020
No registrations accepted after 12/21/2020

ABSOLUTELY NO ON-SITE REGISTRATION!! Visit our website at okcmlkcoalition.org to register on-line.

Organization Name: _____

Contact Person: _____

Day Phone: _____ Cell Phone: _____ Evening Phone: _____

Fax #: _____ Email: _____

Address: _____ City/State/Zip: _____

Please make Checks/Money Orders payable to: OKCMLK Coalition
All Entry Fees Are Non- Refundable

- \$ 45.00 NON –VENDOR INDIVIDUAL GROUP
- \$ 45.00 CAR CLUBS (5 VEHICLE LIMIT) Per Registration
- \$ 45.00 MOTORCYCLE CLUB (10 BIKE LIMIT) Per Registration
- \$ 45.00 HORSE CLUB (15 HORSE LIMIT) Per Registration
- NO FEE FOR MIDDLE/HIGH SCHOOL BAND OR ROTC

TYPE OF ENTRY: (Check One)

- Cars/ Limousine
- Float (overall length of float & towing vehicle): _____ feet
- /Other Musical Entertainment _____
- Drill Team/Color Guard/Twirling Corp/Military
- Royalty/Beauty Queen/Mascot
- Equestrian Unit/Riding Club/Horse Drawn Equipment
- Marching Unit/Youth Group/Scout Group/Church Group
- All Others: Clown/Fire Truck/Car Club/Motorcycle Club
- Middle/High School Band or ROTC (Free but must register)

DETAILED ENTRY DESCRIPTION please let us know about any other info that will help with placement.

For more information, please email the MLK Coalition at okcmlk@gmail.com or visit our website at okcmlkcoalition.org.

Waiver of Liability: In consideration of the acceptance of this entry, the above-named entrant intends to be legally bound, waives and releases any and all OKCMLK Holiday Parade or OKCMLK Coalition sponsors, board members, staff, volunteers, and any co-sponsors or their respective representatives from any and all rights and claims for damages arising out of any accident, injuries, or illnesses suffered in this event regardless of how such may arise and even if such is caused by negligence of those parties. Furthermore, full permission is granted to any and all of the aforementioned to use names, photographs, videotapes, and any recordings of anyone participating in this event for any purposes without obligation or liability to the Coalition.

Signature of Parade Participant/Sponsoring Organization Representative

Date

AMOUNT ENCLOSED: \$ _____



2021 Dr. Martin Luther King, Jr. Holiday Celebration SPONSORSHIP APPLICATION



Company Name: _____

Contact Person _____

Address: _____

Phone: _____ Fax: _____

Email Address: _____

_____ We would like to find out more about Corporate Sponsorship opportunities. Please have a representative contact me.

_____ Yes, my company would like to sponsor the following event(s): **Select One**

- | | |
|--|---|
| <input type="checkbox"/> \$5,000 = Platinum Level Event Sponsor
<input type="checkbox"/> \$3,000 = Gold Level Event Sponsor
<input type="checkbox"/> \$1,000 = Silver Level Benefactor | <input type="checkbox"/> \$ 500 = Bronze Level Benefactor
<input type="checkbox"/> \$ 125 = Contributor to MLK Holiday Coalition |
|--|---|

Benefits	Platinum \$5,000	Gold \$3,000	Silver \$1,000	Bronze \$500	Contributor \$125
<i>Most prominent name and logo placement on all printed materials related to event (i.e. Invitation, T-shirts Press Release, mailings)</i>	X				
<i>Prominent name and logo placement on all printed materials related to event (i.e. Invitation, Press Release, mailing)</i>	X	X	X		
<i>Sponsor's name included in program</i>	X	X	X	X	
<i>T-shirts</i>	X 4	X 2	X 1		
<i>Free Video Shoot</i>	X	X	X	X	
<i>Sponsor name placement on T-shirt, web site</i>	X	X	X	X	X
<i>Automatic Parade Entry</i>	X	X	X	X	X

Check enclosed payable to OKCMLK Coalition: \$ _____

_____ Please send bill for sponsorship(s) in the amount of \$ _____

For Tax ID Information Contact: Winard Brown, OKCMLK Treasurer at (405) 410-7740

Mailing Address:

OKCMLK Coalition • Attn: R.L. Doyle, Chairman
P.O. Box 53084 • Oklahoma City, Oklahoma 73152

ALL DONATIONS ARE TAX DEDUCTIBLE



Instructions for Parade Entries

Record a short video (30 seconds to 1 minute) about Dr. King Jr. and this year's theme. We would love to hear from the leader of your organizations, dance groups, community leaders, churches, etc. Your comments should be nonpartisan and timeless (message focus on this year theme).

Video and Picture Submission: To ensure a good quality production, please follow the directions below:

- A flash drive of your video. "Please label if you would like for it to be returned"
- If recording from your phone, it must be an Android Samsung Galaxy S10 or higher, or an iPhone XR or higher.
- If recording from your phone, keep it steady.
- Place your phone down on something stable and at eye level (preferred).
- Have someone hold the phone tightly with both hands.
- Make sure you are in focus.
- Make sure your audio is clear.
- Record in a quiet area
- Ensure nothing is blocking your phone, computer, or microphone.
- Make sure your video has excellent light.
- Keep lighting source in front of you; avoid harsh light behind you

Video camera Submission:

- Must be taken from a Canon EOS Rebel T7I or higher with stock lens.
- Must be taken from a Nikon D3500 or higher with stock lens.

Video Presentations via E-mail Submission by okcmlk@gmail.com

- Must be a PDF/words file.
- Must be MPeg4 format or .MOV

A Free production day will be available but limited to participants on a first come serve basis. The day for production will be announced later. The deadline to submit your videos and favorite pictures will be December 15, 2020. You may also contact or text Elijah Vick at 405-679-4246 to schedule an individual production. The cost will be \$75.00, and you must let him know the production is for the MLK Coalition virtual event. The sponsor application and Participants application will both be online on our website: okcmlkcoalition.org. You can also find information on our Facebook page: www.facebook.com/okcmlk.

Contact **William Jones** 405-306-8440 for any follow up questions.