

# MLK Jr., Day

## MAKE IT A DAY "ON", NOT A DAY "OFF"

### United Way Monterey County Stands for Diversity, Racial Equity, and Inclusion

As a champion and catalyst for building strong, healthy communities in Monterey County, United Way is committed to sustaining a welcoming environment where diversity, equity, anti-racism, belonging, and inclusion are valued and demonstrated in our organizational practices, policies, services and programs.

### Benefits of Your Investment Include

- Showcase your organization’s values for service, diversity, equity, and inclusion.
- Opportunity for a team building activity through community service.
- Visibility at a signature community event.
- Highlight your organization as a supporter of quality early care & education work in Monterey County.



### Honoring Dr. Martin Luther King, Jr.’s Legacy

MLK Jr. Day, January 20, 2025 is a federal holiday observed on the third Monday of January each year. It recognizes the life of the American Civil Rights leader Dr. Martin Luther King, Jr., the youngest person to receive the Nobel Peace Prize for his leadership to end racial segregation in the United States. Dr. King Jr.’s steadfast commitment to service has inspired people all around the United States and the world to work together to make positive change.

SPONSOR LEVEL	Sponsor \$500
Name recognition as presenting sponsor on UWMC website and newsletter	Name
Recognition on UWMC Social Media	Three Mentions
Name recognition in books distributed to schools	Name
Volunteer Engagement	2

**For Sponsorship Opportunities Contact:**  
 Crystal Lopez, Community Relationship Manager  
[crystal.lopez@unitedwaymcca.org](mailto:crystal.lopez@unitedwaymcca.org)  
 (831) 318-1971

*“Everybody can be great because everybody can serve... Greatness is determined by service... You only need a heart full of grace and a soul generated by love.”*

*Dr. Martin Luther King Jr.*



United Way  
Monterey County