



# MLK 2023 DRUM MAJOR AWARDS & BREAKFAST & THE BENNIE J. SWANS MEMORIAL SCHOLARSHIP

You are cordially invited to attend the 18<sup>th</sup> Annual Drum Major Awards and Breakfast on January 16, 2023 at 9:00 a.m. at the Myrtle Beach Convention Center.

To our beloved sponsors and friends for the past 18 years of the Martin Luther King Jr. Celebration Grand Strand Freedom Week we would love to honor you this year at the Drum Major Awards and Breakfast. Thank you for your due diligence and your unwavering support for our events for these past years. It has been recognized and surely appreciated.

The Martin Luther King Jr. Celebration in Myrtle Beach South Carolina featuring events that are designed to educate, empower, encourage, and promote wellness and a better quality of life for our residents in our communities. Initiated and lead by the late Bennie Swans and now chaired by his esteemed wife Marcella Swans, president of the Carolina African American Heritage Foundation, the week's events will continue to bring together people of all races, economic levels, and political persuasions. To commemorate the 60<sup>th</sup> anniversary of the Historic March on Washington and Dr. King's famous "I Have a Dream" speech delivered on August 28, 1963.

We wish to celebrate with all of you; however, in these unprecedented times we understand with your purchase of a table this year if you can send only a few representatives of your organization to receive your award. This year we honor your dedication to continue to uplift our communities.

With Sincere Appreciation,

Marcella Swans,

Chairwoman

## SCHEDULE OF EVENTS FOR THE WEEK

### WELCOME RECEPTION

- Friday 1/13 5pm - 7pm
- Myrtle Beach Chamber of Commerce

### MLK ANNUAL PARADE

- Saturday 1/14 10am- 12pm
- Ocean Blvd, MB (15<sup>th</sup> – 8<sup>th</sup> Ave. )

### MENTAL HEALTH FORUM

- Saturday 1/14 1pm - 3pm
- Myrtle Beach Train Depot

### COMMUNITY ECUMENICAL SERVICE

- Sunday 1/15 4pm -7pm
- Mount Olive AME Church

### DRUM-MAJOR AWARDS & BREAKFAST

- Monday 1/16 9am -11am
- Myrtle Beach Convention Center

### ECONOMIC DEVELOPMENT SUMMIT

- Tuesday 1/17 9am - 1:30pm
- Myrtle Beach Convention Center



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**As a sponsor your organization can honor the legacy of the late civil rights leader as well as those who move the causes of equality, heroism, and service in the community today. Your donation to the Carolina African American Heritage Foundation will help fund not only the Grand Strand Freedom Week but also to help with future efforts to create economic growth and opportunity in our area.**

**We thank you for considering the sponsorship levels below, should you need additional information regarding this program or for accepting sponsorship proposal, feel free to contact us at:**

**Marcella Swans**  
**Phone: (843) 251-1372**

**\*\*The Carolina African American Heritage Foundation is a 501(c)3 organization, all sponsorships and donations are tax deductible. \*\***

**Presenting Sponsor (4 slot available) \$1,000**

- Presenting sponsorship at Drum Major Awards Breakfast and Community Ecumenical Service.
- Includes name/logo on all event materials and marketing, reserved table for ten (10) at the Drum Major Awards Breakfast.

**Corporate Sponsorship \$500**

- Inclusion of business name on event signage and in program at the Corporate & Community Awards Breakfast as well as inclusion on website and social media. Reserved table for ten(10) at the Drum Major Awards Breakfast.

**Individual Sponsorship \$100**

- Inclusion of name in breakfast program and website. Admission for two to the Carolina



# MLK 2023 Drum Major Awards & Breakfast & the Bennie J. Swans Memorial Scholarship

I would like to personally invite you to secure your table for this year's event.

Your eighteen years of commitment to the MLK celebrations has been phenomenal.

All events are designed to educate, empower, encourage and promote wellness in our communities. We have united people of all races, economic levels and political persuasions in this effort.

I am thanking you in advance for your support and all that you do in our community.

Marcella Swans,  
Chairwoman  
CAAHF Inc.



**Bennie J. Swans  
Scholarship Fund**

[www.CAAHF.net](http://www.CAAHF.net)  
**(843) 251-1372**

Date \_\_\_\_/\_\_\_\_/\_\_\_\_

NAME / TITLE / \_\_\_\_\_

ORGANIZATION/BUSINESS \_\_\_\_\_

ADDRESS \_\_\_\_\_ (CITY) \_\_\_\_\_ (STATE/ZIP) \_\_\_\_\_

DAY TIME PHONE \_\_\_\_\_ EMAIL \_\_\_\_\_

### Support Level:

   *DMA Breakfast*         *Scholarship fund*  
   \$200      (Table Only) # Tables    (8 seats)  
Scholarship Fund \$ \_\_\_\_\_.

**Sponsorship Includes:** Name & logo on All Tables, Screens, Signs, Program Booklet full page advertisement & placed on Promotional Materials, website & social media.  
TAX DEDUCTIBLE DONATIONS (Invoice, P.O.'s & W-9's available)

### Sponsorship Level:

Event Sponsor       Corporate Sponsor   
  
Individual Sponsor

AMOUNT PAID/DONATED \$ \_\_\_\_\_ .00  
   Check      Paid Online      Mailed

Mail checks to:  
CAAHF Inc.  
508 Thorton Court, Myrtle Beach, SC 29579



**Marcella Swans  
President  
CAAHF- Carolina  
African American  
Heritage  
Foundation, Inc.**



Monday, January 16, 2023 \* Myrtle Beach Convention Center  
[www.CAAHF.net](http://www.CAAHF.net) \* (843) 251-1372