

MLK 2026 DRUM MAJOR

Awards & Breakfast

& The Bennie J. Swans Memorial Scholarship

You Are Cordially Invited

You are cordially invited to attend the 20th Annual Drum Major Awards and Breakfast on January 19, 2026 at 9:00 a.m. at the Myrtle Beach Convention Center.

To our beloved sponsors and friends for the past 20 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 62nd 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.

MLK 2026

Schedule of Events

MLK CELEBRATION KICKOFF

Friday, January 16
5pm - 8pm
MB Area Chamber of
Commerce

MLK ANNUAL PARADE

Saturday 1/17
10am- 12pm
Parade Route: 15th -8th
Ave. N Ocean Blvd.

COMMUNITY YOUTH FAIR

Saturday 1/17
12pm-4pm
Boys & Girls Club of the
Grand Strand
Dunbar St.

COMMUNITY ECUMENICAL SERVICE

Sunday, 1/18
4pm-5:30pm
Church Tbd

DRUM-MAJOR AWARDS & BREAKFAST

Monday, 1/19
9am-11am
Myrtle Beach Convention
Center

MLK DAY OF SERVICE

Osceola St.
9am -11am

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Sponsor Your Organization

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

Questions?

Kema.Parsley@VisitMyrtleBeach.com or
Yaritza.Tinoco@VisitMyrtleBeach.com

Presenting Sponsor (1 slot available)

\$2,500

- Presenting sponsorship at Drum Major Awards Breakfast
- Includes name/logo on all event materials and marketing.
- Table for 10 at breakfast.

Supporting Sponsor

\$1,000

- Business name on event signage and in program at the Drum Major Awards
- Breakfast as well as website and social media.
- Includes 5 tickets at breakfast.

Individual Sponsorship

\$100

- Business name in breakfast program and website.
- Includes 2 tickets at breakfast

Donations are also accepted at www.caahf.org

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

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

Your twenty one 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

BENNIE J. SWANS Scholarship Fund



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

www.CAAHF.org
(843) 251-1372



Mark Kruea
Mayor
City of Myrtle Beach



Date _____/_____/_____

NAME / TITLE / _____

ORGANIZATION/BUSINESS _____

ADDRESS _____ CITY _____ STATE/ZIP _____

DAY TIME PHONE _____

EMAIL _____

Sponsorship Level:

Presenting Sponsor

☐

AMOUNT PAID/DONATED \$ _____ .00

Supporting Sponsor

☐

Check

☐

Paid Online

☐

Individual Sponsor

☐

Mailed

☐

Mail checks to:

CAAHF Inc.

704 Eastridge Dr., Conway, SC 29526

Monday, January 21, 2026 • Myrtle Beach Convention Center www.CAAHF.net • (843) 251-1372