



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

You are cordially invited to attend the 19<sup>th</sup> Annual Drum Major Awards and Breakfast on January 15, 2024 at 9:00 a.m. at the Myrtle Beach Convention Center.

To our beloved sponsors and friends for the past 19 years of the Dr. 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 Dr. 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 61<sup>st</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 1/12 | 5pm - 7pm  
Myrtle Beach Area  
Chamber of Commerce

### **MLK ANNUAL PARADE**

Saturday 1/13 | 10am Ocean  
Blvd, MB  
(15<sup>th</sup> – 8<sup>th</sup> Ave.)

### **MLK COMMUNITY WELLNESS & RESOURCES FAIR: YOUTH EDITION**

Saturday 1/13 | 12- 3pm  
Myrtle Beach Middle School

### **COMMUNITY ECUMENICAL SERVICE**

Sunday 1/14 | 4pm -7pm  
First Presbyterian Church of  
Myrtle Beach

### **DRUM-MAJOR AWARDS & BREAKFAST**

Monday 1/15 | 9am  
Myrtle Beach  
Convention Center

### **DIVERSITY, EQUITY & INCLUSION FORUM AND SMALL BUSINESS EXPO**

Tuesday 1/16 | 10am-2pm  
Horry- Georgetown Technical  
College Conference Center  
(Market Common)



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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 (1 slot available) \$1,500**

Presenting sponsorship at Drum Major Awards Breakfast

Includes name/logo on all event materials and marketing, **three** reserved tables of ten (10) at the Drum Major Awards Breakfast. Opportunity to present keynote speaker.

## **Co- Sponsorship (1 slot available) \$1,000**

Co-sponsorship at Drum Major Awards Breakfast

Includes name/logo on all event materials and marketing, **two** reserved tables of ten (10) at the Drum Major Awards Breakfast. Opportunity to present awards.

## **Gold Sponsorship \$500**

Inclusion of business name on event signage and in program at the Drum Major Awards Breakfast as well as inclusion on website and social media. One reserved table of ten(10) at the Drum Major Awards Breakfast.

## **Silver Sponsorship \$250**

Inclusion of business name on event signage and in program at the Drum Major Awards Breakfast as well as inclusion on website and social media. Admission for five at the Drum Major Awards Breakfast.

## **Individual Sponsorship \$100**

Inclusion of name in breakfast program . Admission for two at the Drum Major Awards Breakfast



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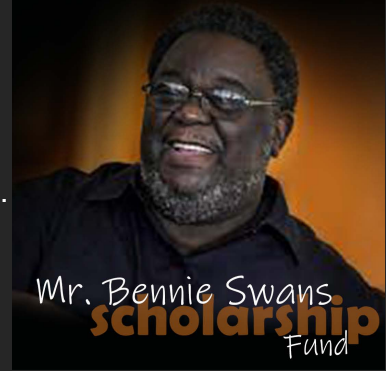
I would like to personally invite you to secure your table for this year's event.

Your nineteen 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.



www.CAAHF.org  
(843) 251-1372

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

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

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

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

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

### Sponsorship Level:

Presenting Sponsor  Co- Sponsor

Gold Sponsor  Silver 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.

