

The Washington, D.C. Martin Luther King, Jr. Memorial Project Foundation
Donor Recognition Matrix

Recognition Levels		Contribution	Sculpted Replica of Memorial	Keepsake Replica of Memorial	CEO is Member of ELC*	Name of Company, Individual or Foundation on Donors Wall at Memorial Site	Logo and/or Link on Memorial Foundation Web Site	National & Local Press Release Announcing Gift	Profile in Book <i>The Making of a Memorial</i>	Invitations to VIP Events e.g. Groundbreaking, Dedication, Donor Recognition Events	Update in <i>Build the Dream</i> Newsletter	Recognition in Official Memorial Fundraising Report	**Proud Sponsor Advertisement
Dream Builders	Platinum	\$10 Million	4 ft x 5 ft	12 inch Bronze Carving	√	√	Logo and Link	√	Full Page	24/each	√	√	Newspaper, Magazine, TV, Radio**
	Gold	\$5 Million	3 ft x4 ft	12 inch Bronze Carving	√	√	Logo and Link	√	Half Page	14/each	√	√	Newspaper, Magazine, TV, Radio**
	Silver	\$2.5 Million	2 ft x 3 ft	12 inch Bronze Carving	√	√	Logo and Link	√	Quarter Page	12/each	√	√	Newspaper, Magazine, TV**
	Bronze	\$1 Million		8 inch Bronze Carving	√	√	Logo and Link	√	Eighth Page	10/each	√	√	Magazine, Newspaper**
Memorial Donors	Platinum	\$750,000		8 inch Bronze Carving			Logo and Link	√		6/each	√	√	
	Gold	\$500,000		8 inch Bronze Carving			Logo and Link	√		4/each	√	√	
	Silver	\$250,000		8 inch Bronze Carving			Logo	√		4/each	√	√	
	Bronze	\$100,000		8 inch Bronze Carving			Logo	√		2/each	√	√	

* Executive Leadership Cabinet

** Specifications of media use - Request details from Foundation regarding media guidelines

 Specialized Communication & Recognition Package to be Developed in Cooperation with the Donor

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Promissory Note Donors	Platinum	\$75,000		5 inch Eco-Crystal Award						2 / Dedication	√	√	
	Gold	\$50,000		5 inch Eco-Crystal Award						2 / Dedication	√	√	
	Silver	\$25,000		5 inch Eco-Crystal Award						2 / Dedication	√	√	
	Bronze	\$10,000		5 inch Eco-Crystal Award						2 / Groundbreaking	√	√	
Visionary Donors	\$5,000			3 inch Eco-Crystal Award						2 / Groundbreaking			

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Visionary Donors Continued	\$1,000 - \$499.99			Lithograph Lapel Pin & Wristband									
	\$500 - \$999.99			Lithograph Lapel Pin & Wristband									
	\$150 - \$499.99			Lithograph Lapel Pin & Wristband									
	\$30 - \$149.99			Lapel Pin & Wristband									
	\$ 0.01 - \$29.99			Lapel Pin & Wristband									

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