



*“We are not makers of history.
We are made by history.”*

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Dear Supporter:

The **Tampa Organization of Black Affairs** (TOBA) is pleased to announce our *31st Annual Dr. Martin Luther King, Jr. Leadership Breakfast*. We invite you to join us on Monday, January 17, 2011 at 6:45 a.m. at the Hyatt Regency Downtown Tampa.

This annual event brings together an audience in excess of 1,100 attendees consisting of corporate sponsors, politicians, members of grass roots organizations and the community-at-large. Our primary mission is to honor the principles espoused by Dr. King and to foster positive community relations. The program includes a keynote address by a nationally recognized speaker with a non-partisan message that will invigorate the cross section of citizenry in Tampa Bay and offer positive solutions to the problems and concerns of the Tampa Bay community. An awards ceremony will also be included in the program at which we will honor corporations and individuals for their positive contributions to the community.

Your contribution and attendance will be extremely appreciated and will reflect your organization's commitment to diversity initiatives. It will also demonstrate the value of developing corporate relationships with the African American community, which TOBA has served since 1979. In addition, your contribution will support TOBA's programs, which are designed to stimulate social, educational, political and economic awareness in every segment of our community.

Enclosed is a Sponsorship Response Form. Please complete and return it along with your check made payable to: **Tampa Organization of Black Affairs**. In order to be billed at a later date, please check the appropriate box on the form.

Again, TOBA values your support and participation and hopes that you plan to attend this special occasion. In addition, we will recognize your financial support by providing media coverage, public service announcements (PSA), an advertising campaign, and inclusion in the program booklet. Thank you for your continuing support of TOBA.

Sincerely,

Dr. Martin Luther King, Jr.
Marco Williams and Veronica Johnson,
2011 Co-Chairs Dr. MLK Jr. Leadership Breakfast



TAMPA ORGANIZATION OF BLACK AFFAIRS

More than 30 years ago, David McQuay, a CPA from Tallahassee, Robert Morrison, Esquire, an Associate in the Law Firm of Warren H. Dawson and Attorney Delano S. Stewart were having a series of philosophical discussions about what Tampa needed to do to move forward. They discussed many varied issues, including how does the black community expand its response not only to political, education and social matters but also to issues of economic empowerment. Their discussion also centered, however, on how do you attract the young talent that was being drawn to the Tampa Bay area that desired to become connected to aggressive problem solving of issues facing the black community in a meaningful manner? They concluded that the best way to answer these questions was to host a meeting (with formal invitations to reflect the gravity and seriousness of the gathering) to assess whether a fresh organizational start was required.

On a Saturday night in October of 1979, at the home of Delano Stewart, a meeting was held with over 100 attendees to share this community analysis. As a result, the Tampa Organization of Black Affairs (TOBA) emerged with the vision and mission of inspiring, empowering, and preparing a new generation of leaders.

Since its humble beginnings, TOBA has been a catalyst for leadership in this community. Because of this organization whose objective was always to stay focused on the community and its issues and not organizational personalities, many programs, events and unique ideas have conceptualized and become important parts of the growing Tampa Bay community including:

- Annual Dr. Martin Luther King, Jr. Leadership Breakfast
- Youth Heritage Oratorical Contest (To date, over \$150,000 in scholarships have been awarded to contestants.)
- TOBA Radio Show
- Minority Business Expo
- Dr. Martin Luther King, Jr. Swim Team
- Ladies In Training Mentor & Sponsorship Program
- TOBA Youth Heritage Oratorical Contest
- Youth Heritage Essay Contest
- Youth Heritage Art
- Fall Holiday Mixer/Fundraiser

SPONSORSHIP RESPONSE FORM

Corporate Sponsor:

Name / Contact Person:		
Company / Organization:		
Department:		
Phone number:	Fax Number:	
Street Address:		
City:	State:	Zip:
E-mail Address:	Web Site:	

Instructions:

Please complete the appropriate section(s) for the level/type of support commitment you have chosen. Indicate your payment option (include check if applicable) then sign and either mail it back to us at - TOBA, P.O. 3485, Tampa, FL 33601 or fax your Sponsorship Response Form to: 813-223-7986.

1. Desired Sponsorship Level: (Check One)

<input type="checkbox"/> Platinum (\$7500)	<input type="checkbox"/> Gold (\$5000)	<input type="checkbox"/> Silver (\$2500)	<input type="checkbox"/> Bronze (\$1000)	<input type="checkbox"/> Table Only (\$500 each)
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2. Small Business Special:

<input type="checkbox"/> 2 tickets to the breakfast, TOBA Small Business Membership, Business Card Size Ad, Listing of business in the Business Directory on the TOBA Web Site. (A \$200 value) Just \$150

3. Advertisement Insertion Order: Black & White Ads Only. (Camera-ready Artwork.)

<input type="checkbox"/> Full Page (7½" x 10") \$300.00	<input type="checkbox"/> Half Page (7½" x 4.875") \$160.00	<input type="checkbox"/> Quarter Page (3.375" x 4.875") \$85.00	<input type="checkbox"/> Business Card (3.375" x 2.25") \$50.00
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Advertisements containing shades of gray or photographs submit by either film or as an electronic file. Preferred Materials: Disk formats – Mac or PC files. Acceptable software includes QuarkXpress, Adobe Illustrator, Adobe Photoshop, or a PDF with all fonts embedded. Disks must include support images, graphics, photos and all fonts. Tiff, jpeg and eps files should be 300 dpi or higher with all fonts embedded. WordPerfect, PowerPoint, Corel Draw, Microsoft Word or Microsoft Publisher files are not acceptable. Film-150 line screen, right reading, emulsion side down (attach laser proof). Computer printout copies – Laser quality, 600 dpi or higher, line art only. (No grayscales, halftones or gradient backgrounds.) Computer printout ads will be scanned at the best possible resolution. Camera ready advertising slicks or velox of line art only; no grayscales, halftones or gradient backgrounds.

Premium Position Pages: (Platinum & Gold Sponsors get first right of refusal.)

<input type="checkbox"/> Inside Front Cover \$500.00	<input type="checkbox"/> Inside Back Cover \$450.00
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4. Table Reservation: (10 Seats Per Table)

<input type="checkbox"/> Please Reserve _____ Table(s) \$500 each	<input type="checkbox"/> We Wish To Donate _____ Table(s) \$500 each
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5. Method of Payment: (Make Checks Payable to (TOBA), Tampa Organization of Black Affairs.)

<input type="checkbox"/> Check enclosed	<input type="checkbox"/> Send Invoice
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Print Name: _____ **Date:** _____

Signature of Authorized Representative: _____

TAMPA ORGANIZATION OF BLACK AFFAIRS FED ID # 59-3154126
VISIT OUR WEB SITE: www.toba-network.org

Fold & Tear Here

The 31st Annual Dr. Martin Luther King, Jr. Leadership Breakfast

TAMPA ORGANIZATION OF BLACK AFFAIRS PROGRAMS & EVENTS

Dr. Martin Luther King, Jr.
Leadership Breakfast

Youth Heritage
Oratorical Contest

Youth Scholarship
Programs

Ladies In Training
Mentor & Sponsorship
Program

TOBA Youth Heritage
Essay Contest

Youth Heritage Art

Fall Holiday
Mixer/Fundraiser

We're on the Web!

See us at:

www.toba-network.org

PLATINUM LEVEL _____ \$7,500.00 +

- Listing with logo in all print advertising
- Full page ad in souvenir program
- Recognition in souvenir program
- Two (2) reserved tables at breakfast
- Eight (8) invitations to private reception
- Prominent display of corporate banner at the reception and breakfast
- Recognition at reception
- Recognition on all radio advertisements
- Presenter to one of the MLK Awards
- 1-year online job listing with logo on TOBA's web site
- 1-year online business directory listing with logo on TOBA's web site

GOLD LEVEL _____ \$5,000.00 +

- Listing in all print advertising
- Full page ad in souvenir program
- Recognition in souvenir program
- Two (2) reserved tables at breakfast
- Four (4) invitations to private reception
- Prominent display of corporate banner at the breakfast
- Recognition at reception
- 1-year online business directory listing with logo on TOBA's web site

SILVER LEVEL _____ \$2,500.00 +

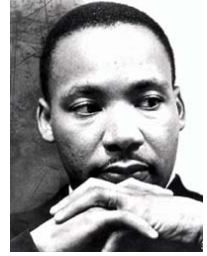
- Half page ad in souvenir program
- Recognition in souvenir program
- One (1) reserved table at breakfast
- Four (4) invitations to private reception
- Recognition at reception
- 1-year online business directory listing on TOBA's web site

BRONZE LEVEL _____ \$ 1,000.00 +

- Quarter page ad in souvenir program
- Recognition in souvenir program
- One (1) reserved table at breakfast
- Two (2) invitations to private reception
- 1-year online business directory listing on TOBA's web site

CORPORATE TABLE _____ \$ 500.00

Reserved seating at breakfast (10 tickets)



“Let us stand with a greater determination. And let us move on in these powerful days, these days of challenge to make America what it ought to be. We have an opportunity to make America a better nation.”

*Martin Luther King, Jr.
April 1968*

TOBA
P.O. BOX 3485
TAMPA, FL 33601
813-874-TOBA (8622)

Postage