



A GREAT LEGACY. A **GREATER** TOMORROW.

32nd Annual YMCA
of Greater Charlotte
MLK Holiday Breakfast

**GREATER
HAPPENS**

— AT —



YMCA OF
GREATER
CHARLOTTE

Monday, January 19, 2026

Charlotte Convention Center | Crown Ballroom

The 32nd Annual MLK Holiday Breakfast is the YMCA of Greater Charlotte's cornerstone event and the region's largest observance of Dr. King's legacy. Founded and hosted by the historic McCrorey YMCA, the first African-American YMCA in Charlotte, the breakfast brings together 1,500+ community and business leaders each year. Since 1993, this tradition has honored Dr. King's spirit of service while helping to build a stronger, more inclusive Charlotte.

SPONSORSHIP LEVELS

Please reach out for more information about presenting sponsorship opportunities.

\$15,000 | RESPONSIBILITY

- Premiere seating - 2 tables of 10
- Recognition in Charlotte Business Journal
- Social media recognition
- Logo recognition (Table)
- Logo recognition during presentation
- Digital donor recognition at McCrorey YMCA

\$10,000 | DREAM

- Premiere seating - 2 tables of 10
- Recognition in Charlotte Business Journal
- Social media recognition
- Logo recognition (table)
- Logo recognition during presentation
- Digital donor recognition at McCrorey YMCA

\$5,000 | CARING

- Premiere seating - 1 table of 10
- Logo recognition (table)
- Logo recognition during presentation
- Digital donor recognition at McCrorey YMCA

\$3,000 | RESPECT

- Seating - 1 table of 10
- Name recognition (table)
- Name recognition during presentation
- Digital donor recognition at McCrorey YMCA

\$2,000 | FAITH

- Seating - 1 table of 10
- Name recognition (table)
- Name recognition during presentation

\$1,000 | HONESTY

- Reserved seating for 5
- Name recognition during presentation

The deadline to be included as a sponsor is January 2, 2026. In order to fulfill benefits with logo usage, sponsors are required to submit a hi-resolution logo in EPS format as well as their social media handles. For more information or to sign up for a sponsorship, please contact Debbie Smith (debbie.smith@ymcacharlotte.org)

