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September 2016

Dear Diversity Friend and Supporter:

Community Celebrating Diversity (CCD) is a 501(c)3 non-profit organization based in Scottsdale who sponsors educational and community events to celebrate and create a greater awareness of our community' diversity. CCD works to promote peace, unity and understanding in our community through programs and events that touch the mind and heart, thus, encouraging respect for all.

Honoring Dr. Martin Luther King Jr's work for civil and human rights through a community celebration is an important step we take to recognize the challenges we face and to honor the diversity in our community. On Wednesday, January 11, 2017, we will host our 23rd annual "Living The Dream" dinner at Henkel Corporation.

Our 2017 keynote speaker, Bill Norwood, is author of "Cleared for Takeoff: A Pilot's Story of Challenges and Triumphs". Mr. Norwood is an accomplished pilot whose story inspired the evening's focus: breaking barriers and developing our future leaders. Mr. Norwood was the first African American pilot at United Airlines and retired there as Captain after 31 years. He also was the first African American quarterback at Southern Illinois University where he received his honorary doctorate in Aviation Science. Mr. Norwood has been widely recognized for his permanent exhibit and extensive contributions to the Smithsonian National Air and Space Museum. He has been inducted into both the Saluki and Illinois Aviation Halls of Fame and we are honored to call him our 2017 keynote speaker. This celebration of Dr. King's vision and contributions will also feature our Diversity Champion Awards and Youth Scholarship recipients.

Community Celebrating Diversity (CCD) and Title Sponsor, APS, are proud to invite you to support this event with the purchase of a sponsorship or the donation of a give-away. Proceeds from the dinner will go to CCD to support efforts in diversity programming which include scholarships to deserving high school seniors. As a contributor, your monetary and in-kind donations are tax deductible and your company will be recognized in the evening's program. Corporate sponsors will be further recognized by their respective level of sponsorship. Please refer to the attached Sponsorship Commitment Form for information pertaining to levels of sponsorship.

Please don't hesitate to contact Jan Gehler at (480) 423-6310 should you have any questions. For questions pertaining to in-kind donations, please contact our event coordinator, Lauren Smith, at (480) 600-3865 or lauren@agency210.com.

For additional information about this event, please go to www.ScottsdaleMLK.com. Thank you in advance for your support.

Sincerely,

Don Brandt, Chairman & CEO
Arizona Public Service

Mayor W.J. "Jim" Lane
City of Scottsdale

Jim Ford, President (CCD)
Deputy Chief/Fire Marshal
City of Scottsdale Fire & Life Safety

Dr. A. Denise Birdwell, Interim Superintendent
Scottsdale Unified School District

Mark Hiegel, President/CEO
Scottsdale Area Chamber of Commerce

Tax ID # 86-0713756



COMMUNITY CELEBRATING DIVERSITY & APS

Present the

**23rd ANNUAL SCOTTSDALE MLK JR. COMMUNITY CELEBRATION
"LIVING THE DREAM"**

Wednesday, January 11, 2017

Henkel Corporation

7201 East Henkel Way, Scottsdale, AZ 85255

Registration: 5:00 P.M.

Doors Open: 6:00 P.M.

Yes, I am honored to participate in the 2017 MLK Celebration! Please reserve the following:

_____ **Diversity Sponsor (\$7,500):** Includes recognition in print & electronic media and from the podium; Pre-reception & photos with keynote speaker. Opportunity to provide table gifts. Host Diversity Champion. Two tables for 10.

_____ **Community Sponsor (\$5,000):** Includes recognition in print & electronic media and from the podium; Pre-reception & photos with keynote speaker. Host student scholars. One table for 10.

_____ **Program Sponsor (\$2,500):** Includes recognition in print and electronic media. One table for 10.

_____ **Friend of CCD (In-Kind Donations of \$500 and above).** Includes recognition in printed materials. Dinner for 2.

TO CHARGE SPONSORSHIP:

www.ScottsdaleMLK.com

TO PAY BY CHECK:

Make Checks Payable to:

Community Celebrating Diversity (CCD)

Mail to:

8711 East Pinnacle Peak Road, PMB# 114

Scottsdale, AZ 85255

INFORMATION FOR INVITATION/PROGRAM & TRACKING PURPOSE ONLY:

Name _____
(as you would like to be listed on invitation/program)

Company Name _____

Address (with zip code) _____

Phone Number _____ E-mail: _____



Marketing Contact Person: _____

Contact Phone _____ E-mail: _____

Please Send Logo to Lauren Smith at lauren@agency210.com in hi-res JPG format by:

October 21st, 2016 for inclusion in pre-event marketing, print and electronic assets for your sponsorship package
December 1st, 2016 for inclusion in the event program

Contact Person for List of Table Guests _____

Contact Phone _____ E-mail: _____