



Building a  
Culture of  
Volunteerism +  
Service in  
Ulster County

## **MLK Day 2025 Celebration of Service** Request for Support

Please help us honor volunteers from all non-profits across Ulster County at UlsterCorps' 14th Annual Martin Luther King Jr. (MLK) Day Celebration of Service. The event will be held Saturday January 18th, 2025 from 12-2:30pm at the Rosendale Recreation Center, with a snow date of Monday January 20th.

The MLK Day Celebration of Service honors the incredible number of volunteers who have committed their time and energy in 2024 to help nonprofit organizations -- and the people they serve -- throughout Ulster County. It celebrates the broad circle of kindness and generosity that knits us together as a community, and demonstrates the value of the volunteer spirit that is expressed across all generations.

The event is FREE and will include both sit-down meal and to-go meal options, a raffle, and a program listing the names of all those who volunteer in our community who have pre-registered for the event (each one is a "Guest of Honor"), as well as ad space for all supporting businesses. We expect about 150 volunteers to participate. We greatly appreciate your past contributions to UlsterCorps, and we hope that we can count on your support again this year!

**Retail and small business owners:** Please consider donating a raffle or door prize for volunteers in attendance. These could include gift certificates to your business, local stores or restaurants, tickets to local events, discount coupons, locally made products, or spa and massage services to pamper the hard working volunteers who give so much to our community. As a thank you we will include a free ad for your business in the program, size as noted below equal to the value of your donation.

**Restaurant owners:** If you are able to donate a platter of food, we would be pleased to honor your gift by purchasing a second platter for \$75. We will make arrangements to pick up your donation on Saturday morning, January 18th. As a thank you we will include a free ad for your business in the event program, size equal to the value of your donation.

**Sponsorships/Program Ads:** Please consider supporting UlsterCorps and honoring a volunteer or volunteer program you believe in by sponsoring the event and/or purchasing an ad in the MLK Day Celebration of Service Program.

### **Sponsorship levels:**

- \$50 includes 1/8 page ad in event program with text of your choice;
- \$100 includes 1/4 page ad in event program with logo & text of your choice;
- \$200 includes 1/2 page ad in event program with logo & text of your choice;
- \$500 includes full page ad in event program with logo & text of your choice; option to display banner (provided by business) at the event

Participating sponsors and businesses will be thanked in the event program, in press releases before and after the event and on the UlsterCorps website and through our e-news publication which reaches nearly 4,000 people.

PO Box 34  
Stone Ridge, NY 12484  
845 481 0331

To contribute or for more information please contact Beth McLendon Albright at (845) 481-0331 or email [info@ulstercorps.org](mailto:info@ulstercorps.org).

[ulstercorps.org](http://ulstercorps.org)  
[info@ulstercorps.org](mailto:info@ulstercorps.org)

Thanks so much,  
UlsterCorps

**UlsterCorps MLK Day  
Celebration of Service  
Program Ad Rates**

FULL PAGE AD:  
5w x 8”h  
\$500 or equivalent in kind donation

HALF PAGE AD:  
5”w x 3.875”h  
\$200 or equivalent in kind donation

1/8 PAGE AD:  
2.375”w x 1.8125”h  
\$50 or  
equivalent in kind donation

1/4 PAGE AD:  
2.375”w x 3.875”h  
\$100 or  
equivalent in kind donation

1/8 PAGE AD:  
2.375”w x 1.8125”h  
\$50 or  
equivalent in kind donation