



# MLK39

RACIAL EQUITY MURAL TOUR

Putnam Sponsorship  
Opportunities



Mural art by Ben Keller



## ABOUT MLK39: RACIAL EQUITY TOUR

RiseUP is partnering with 39 communities across Connecticut to create 39 large-scale, highly visible murals that will depict the message and symbols of Dr. Martin Luther King, Jr., and other local and national Civil Rights Leaders. The goal is to have all 39 murals unveiled by MLK Day 2022.



Receive a large-scale mural celebrating diversity and inclusion in your community



Community-wide participation in advancing diversity and inclusion in your town

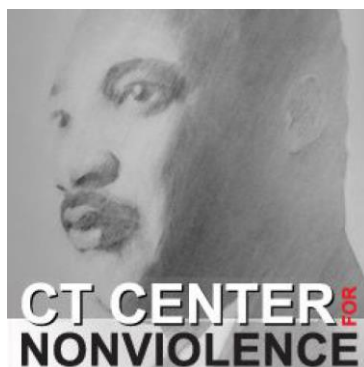


Mural Unveiling celebration to memorialize commitment to racial equality

### ARTISTS



The mural will be completed by a nationally recognized, Connecticut based artists along with local emerging artists and the community. The MLK Murals will be a symbol for each community to demonstrate their commitment to racial equity and fighting injustice.



### PARTNERSHIPS

In addition to a mural installation, RiseUP is partnering with the Connecticut Center for Nonviolence (CTCN) to bring each community a half-day Martin Luther King education series. CTCN promotes a comprehensive framework for conflict reconciliation and coalition building rooted in the philosophy and practices of Dr. Martin Luther King, Jr and the Civil Rights Movement. The CTCN has worked with thousands of people of all ages, in schools, universities, community centers, with Law Enforcement and civic organizations throughout Connecticut and beyond. For more information, please visit [www.ctnonviolence.org](http://www.ctnonviolence.org).





Supported 20  
Connecticut  
based artists

Completed over  
25 mural  
projects  
throughout  
Connecticut

Partnered  
with over 20  
organizations

Hosted  
500+  
volunteers  
to help  
create our  
public art

## ABOUT RISEUP

The RiseUP Group, Inc. is Connecticut's only state-wide Public Art nonprofit with a mission to help communities imagine what's possible. We launched our RiseUP for Arts program in 2015 in response to communities and local artists' need for support in creating more vibrant and positive towns and cities across Connecticut.

We have completed over 25 mural projects throughout Connecticut, we've supported 20 Connecticut based artists, partnered with over 20 organizations, and hosted 500+ volunteers to help create our public art. CT Murals creates public art through donations, grants, and community goodwill.

We support artists, cities, other nonprofits, companies, and local community members in making their mural projects come to life. We help create the vision and manage the entire process to beautify communities through public art.

View some of RiseUP's previous projects at [www.ctmurals.com](http://www.ctmurals.com)



“Darkness cannot drive out darkness; only light can do that. Hate cannot drive out hate; only love can do that.”

## IMPORTANCE OF THE MLK39: RACIAL EQUITY MURAL TOUR

While progress is being made in the fight for racial equity in this country, we receive daily reminders by the policies, actions, and words of our fellow Americans that there is more progress to make. 2020 saw some very dark times for our country and as Dr. Martin Luther King Jr. said, “Darkness cannot drive out darkness; only light can do that. Hate cannot drive out hate; only love can do that.” RiseUP believes that this state-wide public art and nonviolence education campaign can be that LIGHT our communities need.



## WHY SPONSOR?

Advancing Civil Rights is one of the most important issues in this country. Your company or organization can demonstrate your support of creating a more just and equal society in Connecticut and America by sponsoring this statewide effort. Your brand will gain visibility as a leader in equality to the 3.5+ million residents in Connecticut and the many more that visit or drive through our state for work or leisure.

Your sponsorship will also provide direct support to Connecticut's creative economy and build equity in the arts community by helping to develop more artists-of-color into professional muralists through our Emerging Artists Program. The Emerging Artist Program will provide paid opportunities for artists-of-color to learn how to create large-scale murals alongside our nationally recognized muralist.

In addition to providing monetary support, employees of the corporation/organization will have the opportunity to volunteer during our community "Paint-by-Numbers" day that will kick-off the mural painting process along with joining the community during the half-day MLK education session in New Haven.



## WHAT DOES YOUR SPONSORSHIP COVER?

Each Mural Celebration and Kingian Nonviolence training will cost \$15,000 per community. The cost includes all costs to professionally execute the mural, host the Kingian Nonviolence training, and organize a Community Mural Unveiling Ceremony.

	Tier 1: \$15,000 /town	Tier 2: \$7,500 /town	Tier 3: \$5,000 /town	Tier 4: \$2,500 /town	Tier 5: \$1,000 /town	Tier 6: \$500 /town
<b>Pre-Unveiling Recognition</b>						
Identified as Title Sponsor in all marketing material	X					
Logo on Event Flyer	X	X				
Social Media Promo	X	X	X	X		
Event Website presence (Logo + Link)	X	X	X	X		
Included in Email Newsletters	X	X	X	X		
Included in Press Releases to Media	X	X	X	X		
<b>On-Site Event Promo/Recognition</b>						
Logo on Livestream Broadcast	X					
Speaking Opportunity	X	X				
Marketing Booth	X	X				
Company Banner	X	X	X	X		
Podium Acknowledgement	X	X	X	X	X	
Distribute marketing materials	X	X	X	X	X	
<b>Post-Event Recognition</b>						
Included in Outgoing Press Release	X	X	X	X		
Included in Thank You Email Newsletter	X	X	X	X	X	
Name on Memorial Plaque	X	X	X	X	X	X

## WHAT IS THE BUDGET FOR AN MLK MURAL?

Each Mural, Unveiling Celebration, and Kingian Nonviolence training will cost \$15,000 per community. The budget includes all costs to professionally execute the mural, host the Kingian Nonviolence training, and organize a Community Mural Unveiling Ceremony.

Item/Activity	Budget Amount
<b>Mural Artwork</b>	<b>\$10,986</b>
Artist/Management Fee	\$9,500
Primer	\$170
Lift/Scaffolding	\$500
Paint	\$243
Anti-graffiti Clearcoat	\$423
Other supplies	\$150
<b>Community Engagement</b>	<b>\$2,000</b>
MLK Education by CT Center for Nonviolence	\$1,500
Community Outreach/Marketing	\$250
Community Paint-Day Supplies	\$500
<b>Unveiling Ceremony</b>	<b>\$1,300</b>
Live Entertainment/DJ/Music	\$300
Videographer/Photographer	\$500
Other Unveiling Cost: Food, PPE, etc.	\$500
<b>Subtotal</b>	<b>\$14,286</b>
Contingency	\$714
<b>Grand Total</b>	<b>\$15,000</b>

## WHAT COMMUNITIES ARE CURRENTLY INVOLVED?



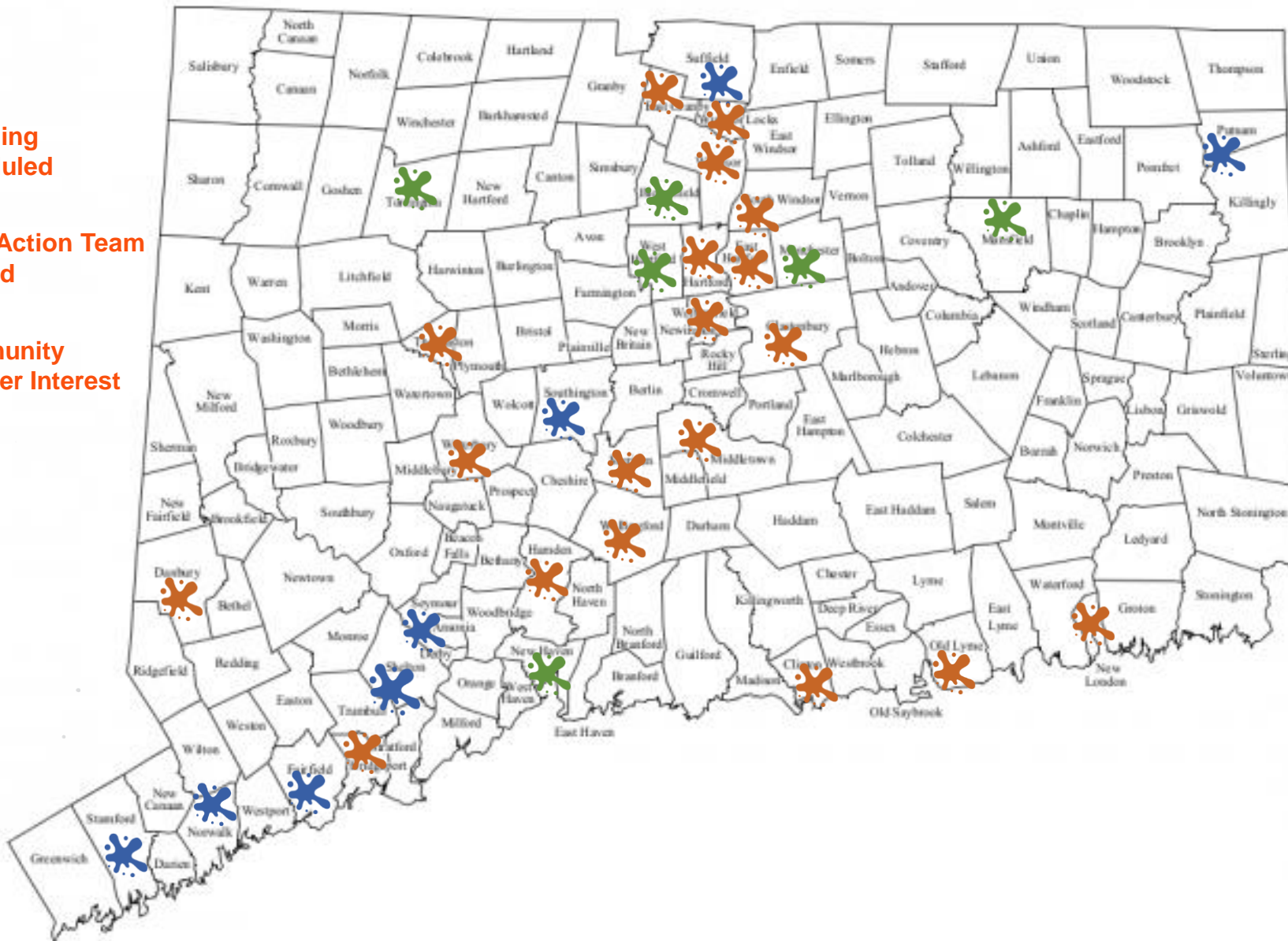
## Unveiling Scheduled



## Local Action Team Formed



## Community Member Interest





## CURRENT MEDIA COVERAGE

Hartford Courant



39 Martin Luther King Jr. murals, one for each year of his life, planned across Connecticut

[VIEW ARTICLE](#)

we-ha.com  
We have it all in West Hartford.



MLK39: Racial Equity Mural Tour Planning Large Installation in West Hartford, Looking for Input

[VIEW ARTICLE](#)

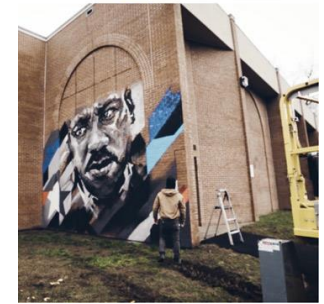
Better  
manchester



Manchester Seeks Community Input on RiseUP's Next Civil Rights Legends Project

[VIEW ARTICLE](#)

Better  
manchester



Birthing of a Legacy MLK Mural

[VIEW ARTICLE](#)

Hartford Courant



Manchester's new Martin Luther King mural a symbol of 'strength and hope'

[VIEW ARTICLE](#)

FOX61



Rev. Dr. Martin Luther King Jr. mural painted on rec center in Manchester

[VIEW ARTICLE](#)

CT



Manchester Mural Honors Martin Luther King's Legacy

[VIEW ARTICLE](#)

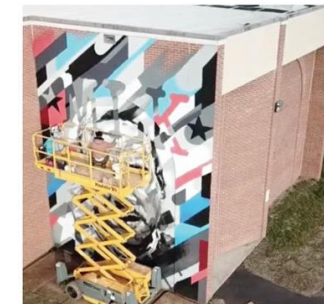
NEWS8  
wtnh.com



Manchester pays tribute to Martin Luther King Jr. with enormous mural

[VIEW ARTICLE](#)

Bloomfield Public Schools  
Creating the path to learning



CT Murals project: Exciting New Project Coming to Bloomfield

[VIEW ARTICLE](#)