

**MLK "Kings of Halftime"
Marching Band Extravaganza**

Battle of the Bands Sponsorship Packet

Corporate Sponsorship





2017 Theme

“Marching To Harmony” is the theme for the 2017 MLK Marching Band Extravaganza. We are very excited to present to **ALL**, The World's Greatest Marching Bands. It is an honor to play host to such a festive event. Marching To Harmony is uniting people to move forward together in life, no matter what race, color, or creed. We acknowledge the past but agree to continue our journey through life, Marching To Harmony.

The Event

The MLK Marching Band Extravaganza is an annual marching band event held at Hallford Stadium in Dekalb County, Georgia (metro-Atlanta area) in late September. Now in its third year, the event drew over 10,000 attendees last year in September of 2016. This year our event will host some of the greatest bands that the world has ever seen. These bands have performed on such great stages as: The Tournament of Roses Parade, The Thanksgiving Day Macy's Parade, Washington DC famous Memorial Day Parade, the movie Drumline, The Quad, and performance venues such as Carnegie Hall. Also, each year the event plays host to two Collegiate Bands. Now we bring it all to you. It's the MLK Marching Band Extravaganza. This Event serves as a huge fundraiser for all of the participating marching bands. Each band will receive 50% of all ticket sales.

The Host Band

The Martin Luther King Jr., High School Marching Band (better known as the “Kings of Halftime”) serves as the Host Band for the MLK Marching Band Extravaganza. As hosts, they give a showcase performance and help promote the event. In exchange for MLK performing hosting duties, additional proceeds as well as 100% of the bands tickets sales will be donated directly to the MLK band booster organization.

501(c)(3) Status

The MLK Band Boosters organization is a 501(c)(3) nonprofit organization that has been approved by the Internal Revenue Service to be tax-exempt under the terms of section 501(c)(3) of the Internal Revenue Code.

Martin Luther King, Jr. High School Marching Band



Band History

The Martin Luther King, Jr. Band was established in the spring of 2001. In the fifteen years since then, the band's membership has grown from only 30 members to over 200. Performing ensembles include three concert bands, an 18-piece jazz band, a 200 piece marching band, flute choir, clarinet choir, saxophone choir, brass ensemble, two percussion ensembles, and a host of other small ensembles. The Martin Luther King, Jr. Band has established a mark of excellence by receiving superior ratings in every single performance and every facet of performance since the program's inception. Their hard work and dedication has aided the "Kings of Halftime" in becoming a nationally-recognized 501(c) (3) nonprofit organization.

The MLK Wind Ensemble has performed in several esteemed events including the Honor Bands of Georgia Clinic at Columbus State University, the Concert Band Invitational at Kennesaw State University, and the HBCU Band Directors Consortium. The MLK Wind Ensemble has also performed at the prestigious Music for All/Bands of America National Concert Band Invitational in Indianapolis, IN.

The Martin Luther King, Jr. High School Marching Band, better known as the "Kings of Halftime", became the first American marching band to perform in Johannesburg, South Africa. The band served as the exhibition band for the 2006 Field Band Foundation's South African National Championships. The "Kings of Halftime" also participated in the 2008 Cotton Bowl in Dallas, Texas. The "Kings of Halftime" were the first band to perform at the Ohio State University Buckeye Invitational in Columbus, Ohio in 2014. In 2017 the "Kings of Halftime" represented the state of Georgia in the Tournament of Roses Parade in Pasadena, CA. The committed and talented students in the Martin Luther King, Jr. Band along with a dedicated parent booster organization have helped to create the fastest growing, most talked about, and one of the most highly sought after bands in the state of Georgia.

MLK Band Mission Statement

It is the mission of the Martin Luther King, Jr. High School band program to boost the esprit de corps of Martin Luther King, Jr. High School and to foster an appreciation of good music (marching, symphonic, and jazz) through participation in band rehearsals and performances. The band program is co-curricular and all performing ensembles are an extension of classroom instruction. While it is recognized that these ensembles and performances may contribute significantly to the cultural life of the school and community and to public relations for the school and county, it should be borne in mind that their primary reason for being is always educational. Performances are inherently and logically connected to instruction in music and they give impetus to the program.

MLK Band Philosophy

“Music education is an art form used to cultivate a masterpiece of human potential.” The philosophy of the Martin Luther King, Jr. band program is based on the fundamental belief that music is a basic and important part of any education and that music education can help develop the total student, academically, musically, and socially.



Expenses

According to the US News school ranking report for 2016, Martin Luther King, Jr. High School is classified as a Title I, government-funded school with a 96% African-American student population. 73% of the students receive free or reduced lunch and live in households considered “economically disadvantaged”. Despite the school and community statistics, seniors that matriculate from the MLK band program generally receive collegiate music scholarships that are above the national average for scholarships in the arts.

Itemized Overview

Flyer, Tickets, & Posters.....	\$1500
Food.....	\$4,500
Awards.....	\$750
Security.....	\$1,500
Social Media.....	\$100
Staff Shirts.....	\$350
Concessions.....	\$800
Staff.....	\$600
Stadium.....	\$6,300
College Bands.....	\$6,000
D.J.....	\$500
Additional Fees.....	\$100

Grand Total: \$23,000

How to Become a *Corporate Sponsor for this event:*

Step 1

Determine the sponsorship amount you wish to contribute.

Step 2

Contact the Directors/Organizers

Travis Kimber: MLK Head Band Director 404-357-5822

H. T. Monte: MLK Associate Band Director 313-282-9005

S. Tyler: MLK/BOTB Organizer 678-823-0779



Levels of Sponsorship

Platinum-Level - \$10,000 plus

- Personalized Drum-line performance at your venue
- 100 tickets to The MLK Battle Of The Bands Event
- Banner Displayed at The MLK Battle Of The Bands Event
- Special Recognition Plaque of outstanding service to the community
- Exclusive MLK KOH merchandise and paraphernalia gifts
- Vocal Advertisement at The MLK Battle Of The Bands Event
- Increased exposure in the MLK community

Gold-Level - \$5,000 - \$9,999

- 50 tickets to The MLK Battle Of The Bands Event
- Banner Displayed at The MLK Battle Of The Bands Event
- Special Recognition Plaque of outstanding service to the community
- Exclusive MLK KOH merchandise and paraphernalia gifts
- Vocal Advertisement at The MLK Battle Of The Bands Event
- Increased exposure in the MLK community

Silver-Level - \$1,000 - \$4,999

- 25 tickets to The MLK Battle Of The Bands Event
- Banner Displayed at The MLK Battle Of The Bands Event
- Special Recognition Plaque of outstanding service to the community
- Exclusive MLK KOH merchandise and paraphernalia gifts
- Vocal Advertisement at The MLK Battle Of The Bands Event
- Increased exposure in the MLK community

Bronze-Level - \$100 - \$999

- 10 tickets to The MLK Battle Of The Bands Event
- Special Recognition Certificate of outstanding service to the community
- Exclusive MLK KOH merchandise and paraphernalia gifts
- Vocal Advertisement at The MLK Battle Of The Bands Event
- Increased exposure in the MLK community



Recent Special Performances, Awards, and Distinctions

2016-2017

- **More than \$57,000,000.00 in music scholarships garnered since 2001.**
- **Performance at the Tournament of Roses Parade, January 2nd, 2017.**
- **Performance in the BET Sitcom "The Quad"**
- **Performance at the Fox Theater to open for The Smokey Bones Concert, December 12th, 2016.**
- **Host and featured band at the MLK Band Extravaganza and Battle of the Bands, September 25, 2016.**
- Superior Rating at the District IV Large Group Festival-Concert Band
- Superior Rating at the District IV Large Group Festival-Symphonic Band
- Superior Rating at the District IV Large Group Festival-Wind Ensemble
- Superior Rating at the DeKalb County Marching Band Exhibition

2015-2016

- **More than \$27,000,000.00 in music scholarships garnered since 2001.**
- **Performance at the Atlanta Falcons vs. the Houston Texans halftime at the Georgia Dome, October 4, 2015.**
- **Performance at the Atlanta Falcons vs. the Minnesota Vikings halftime at the Georgia Dome, November 29, 2015.**
- **Host and featured band at the MLK Band Extravaganza and Battle of the Bands, September 27, 2015.**
- Superior Rating at the District IV Large Group Festival-Concert Band
- Superior Rating at the District IV Large Group Festival-Symphonic Band
- Superior Rating at the District IV Large Group Festival-Wind Ensemble
- Superior Rating at the DeKalb County Marching Band Exhibition
- Featured Band at the Original Battle of the Bands, Atlanta, GA
- Participant in the Atlanta Classic Parade of Academic Excellence
- Superior Rating at the District IV Jazz Festival

2014-2015

- **Exhibition Band at the 2014 Buckeye Invitational, Ohio State University, Columbus, Ohio**
- **Featured Band at Tennessee State University Homecoming, Nashville, TN**
- Superior Rating at the District IV Large Group Festival-Concert Band
- Superior Rating at the District IV Large Group Festival-Symphonic Band
- Superior Rating at the District IV Large Group Festival-Wind Ensemble
- Superior Rating at the DeKalb County Marching Band Exhibition
- Featured Band at the Original Battle of the Bands, Atlanta, GA
- Participant in the Atlanta Classic Parade of Academic Excellence
- Superior Rating at the District IV Jazz Festival

2013-2014

- **Featured Band at Howard University, Washington, DC**
- **Featured Band at the Metro Atlanta Band Jamboree, Atlanta, GA**
- Superior Rating at the District IV Large Group Festival-Concert Band
- Superior Rating at the District IV Large Group Festival-Symphonic Band
- Superior Rating at the District IV Large Group Festival-Wind Ensemble
- Superior Rating at the DeKalb County Marching Band Exhibition
- Featured Band at the Original Battle of the Bands, Atlanta, GA
- Participant in the Atlanta Classic Parade of Academic Excellence
- Superior Rating at the District IV Jazz Festival

- **The only American Band to perform at the Field Band Foundation's South African National Championships in Johannesburg, South Africa.**
- **The official Drumline for the 2017 Atlanta Falcons at the New Mercedes Benz Stadium**



Band Director Information



Travis W. Kimber is currently in his nineteenth year as a music educator and his fifteenth year as the Director of Bands at Martin Luther King, Jr. High School. He has served as a part of the MLK High School faculty since the school's opening in 2001 and was named teacher of the year for the 2012-2013 school year. Under Mr. Kimber's leadership, the MLK Band has established itself as one of the most respected band programs in the country. Mr. Kimber has earned superior ratings in each of the nineteen years that he has taught. Mr. Kimber's professional affiliations include the Georgia Music Educators Association, the National Association for Music Education, and Kappa Kappa Psi National Honorary Band Fraternity. Mr. Kimber is also a member of Omega Psi Phi Fraternity, Inc. Mr. Kimber

received his Bachelor of Science Degree in Music Education from Florida A&M University. Mr. Kimber is married to the lovely Tangela Kimber and together they have two children, Angela and Andrew.



Mr. H. T. Monte is in his 20th year of teaching and 5th year as the Associate Band Director of Martin Luther King Jr. High School, and 5th year as the Director of Bands at Salem Middle School in Lithonia Georgia. Mr. Monte is a native of Columbus GA, and was a graduate of William H. Spencer High School. After high school, Mr. Monte earned his Bachelor of Arts Degree in Music from the Unsinkable Albany State University in Albany, GA, where he served as Drum-major for three years. Mr. Monte held a professional membership in the Michigan School Band and Orchestra Association, Georgia Music Educator Association, and served as Detroit Wind Symphony President. Also, Mr. Monte is a proud member of KAPPA KAPPA PSI music fraternity. He was named Teacher of the Year at Freedom Middle School during the 2009-2010 school year, and has

been nominated for Teacher of the Year at Salem Middle School as well. Mr. Monte is married to the wonderful Monica Monte and together they have three children, Harold Jr., James and Norman.



Facts about Lithonia, GA

The City of Lithonia traces its beginnings to an area called ‘Cross Roads’ in the early 1840s. There were 100 residents at the intersections of the two roads connecting Decatur and Augusta, as well as Lawrenceville and McDonough. In 1856, the City of Lithonia was established.

Lithonia is located in eastern DeKalb County, Georgia, United States. "Lithonia" means "city/town of stone". Lithonia is in the heart of the Georgian granite-quarrying and viewing region, hence the name of the town, from the Greek λίθος lithos, for stone. The huge nearby granite dome, Stone Mountain, is composed largely of a rock called Lithonia gneiss, a form of granite. The area has a history of rock quarries. The mines were served by the Georgia Railroad and Atlanta, Stone Mountain & Lithonia Railway. Some of the rock quarries have been converted to parkland and the rail lines to rail-trail.

Boosters & Fundraisers

The MLK “Kings of Halftime” are supported primarily through the MLK Band Booster and Organization. The MLK Band Boosters are made up of the parents of our outstanding student supporters from the MLK community. The families of each student will be responsible for the bulk of the expenses associated with trip to Pasadena with costs being offset by several fundraising opportunities hosted by the MLK Band Boosters. The MLK Band Boosters support several initiatives to raise funds for the “Kings”, from grass roots campaigns including car washes and candy sales. The MLK band boosters also host a major initiatives, such as the MLK Jazz Night Under the Stars. Jazz Night Under the Stars is an outdoor jazz concert that features the MLK Jazz Ensemble and a local professional jazz artist along with our very own Mr. Travis Kimber who is an accomplished musician himself. This event draws over 800 spectators and is a staple in the MLK Band fundraising effort.

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: JUN 09 2016

MLK BAND BOOSTERS INC
3991 SNAPPFINGER RD
LITHONIA, GA 30038-0000

Employer Identification Number:
20-4446651
DLN:
26053555001706
Contact Person:
CUSTOMER SERVICE ID# 31954
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
May 31
Public Charity Status:
509(a)(2)
Form 990/990-EZ/990-N Required:
Yes
Effective Date of Exemption:
June 1, 2016
Contribution Deductibility:
Yes
Addendum Applies:
No

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

Based on the information you submitted on your application, we approved your request for reinstatement under Section 7 of Revenue Procedure 2014-11. Your effective date of exemption, as listed at the top of this letter, is the submission date of your application.

If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov/charities. Enter "4221-PC" in the search bar

Letter 5436