

# MARCH ON!<sup>TM</sup>

Festival

September 16 - 21, 2025  
Washington, D.C. | In-Person & Virtual  
[marchonfest.org](https://marchonfest.org)

## Sponsorship Opportunities



2025  
Spotlight  
on Health



# The March On!™ Festival

STORIES  
THAT  
MOVE™

The **March On!™ Festival** (formerly known as the March On Washington Film Festival) is more than an event—it's a movement, a platform, and a celebration of the stories that have shaped the ongoing fight for justice. This annual gathering harnesses the power of film, music, scholarship, and the arts to illuminate untold narratives and inspire a deeper understanding of civil rights history and its modern-day impact.

At its core, the **March On!™ Festival** is a bridge—connecting past struggles to present challenges and ensuring these vital stories are brought from the shadows to the spotlight. Join us as we **March On!™**, using the power of storytelling to spark dialogue, deepen understanding, and inspire action.

## Highlights From Past Festivals



Congresswoman Lucy McBath receives the Vivian Malone Courage Award. (2019)

Congressman John Lewis is chosen to receive the March On!™ Washington Film Festival's Lifetime Legacy Award. (2020)

Gospel artist Yolanda Adams performs at the "Pulpits, Protest, & Power" event, exploring the church's role in the civil rights movement. (2023)

Supreme Court Justice Ketanji Brown Jackson discusses her memoir *Lovely One* during an intimate author talk. (2024)

## 2025 March On!™ Annual Opening Night Awards Gala

**Tuesday, September 16**

6:30 PM | Dock 5 at Union Market

Honoring Visionary Leaders  
in the Fight for Civil Rights

### The 2025 March On!™ Gala will feature:

- Awards
- Dinner
- Dessert
- Dancing
- Conversation
- Community



March On!™ Founder Robert Raben, Artistic Director Isisara Bey, documentary film producer Sam Pollard, and filmmaker and former Student Nonviolent Coordinating Committee (SNCC) activist Judy Richardson gathered after Judy presented Sam with the March On!™ Award. (2021)

National Youth Poet Laureate Amanda Gorman delivering an original composition honoring poet and activist Sonia Sanchez at the National Archives during the March On!™ Festival. (2018)



Reverend Al Sharpton and Martin Luther King III at a March On!™ reception to celebrate the 60th Anniversary of the March On Washington. (2023)

Congressman James Clyburn enjoying music of world-renowned harmonica player Frédéric Yonnet after receiving the John Robert Lewis Lifetime Legacy Award. (2021)



Visit the [website](#) to learn more about March On!™ and our 2025 sponsors. For more information contact Marie Smeallie at [marie@kimballstroud.com](mailto:marie@kimballstroud.com) or (703) 298-9311.

**MARCH  
ON!** Festival





Actor Jeffery Wright and acclaimed director George Wolfe pose after Wright presented the March On!™ Award to Wolfe. (2022)



Congresswoman Barbara Lee speaking after receiving the John Robert Lewis Lifetime Legacy Award. (2022)



Congressman John Lewis presenting the March On!™ Award to Peggy Wallace Kennedy. (2019)



John Robert Lewis Lifetime Legacy Award Recipient Senator Reverend Raphael Warnock (2023)

About the John Robert Lewis Lifetime Legacy Award

The Lifetime Legacy Award was established to honor a lifetime of extraordinary achievement in advancing civil rights and social justice. Awarded to Congressman John Lewis himself and renamed the John Lewis Lifetime Legacy Award in his honor after his passing, this prestigious award recognizes leaders whose unwavering commitment to equity and justice reflects the core principles that guided Congressman Lewis—courage, resilience, and transformative action.

About the March On!™ Awards

The March On!™ Awards were established to recognize leaders and organizations whose commitment to advancing civil rights and social justice is unparalleled. Honorees exemplify the spirit of activism, advocacy, and creative expression that drives meaningful change. Through their work—whether in the arts, public service, or community leadership—recipients of the March On!™ Awards illuminate untold stories and inspire action in the ongoing struggle for equality and justice.



March On!™ Award Recipient Aunjanue Ellis-Taylor (2024)

March On!™ Gala Past Award Recipients & Presenters

Lifetime Legacy Award Recipients

- Nikki Giovanni (2019)
Congressman John Lewis (2020)
Congressman John Robert Lewis Lifetime Legacy Award Recipients
Renamed following Congressman Lewis's death in 2020.
Congressman James Clyburn (2021)
Congresswoman Barbara Lee (2022)
Senator Reverend Raphael Warnock (2023)
Congressman Steny Hoyer (2024)



Presenters

- Symone Sanders Townsend
Congresswoman Ayanna Pressley
Emilio Sosa
Jeffery Wright
Congressman James Clyburn
Reggie Van Lee
Congresswoman Lauren Underwood
Kerry Kennedy
Joy Reid
Mayor Muriel Bowser
Congresswoman Eleanor Holmes Norton
Congressman John Lewis
Judy Richardson
Senator Doug Jones
Dr. Johnnetta Cole
Congressman Bennie Thompson
Congresswoman Debbie Dingell

March On!™ Award Recipients

- Congresswoman Terri Sewell (2019)
Peggy Wallace Kennedy (2019)
Dr. Joyce Ladner (2019)
Southern Poverty Law Center (2020)
Congresswoman Maxine Waters (2020)
Sam Pollard (2021)
Donors of Color Network (2021)
George C. Wolfe (2022)
Irene Gandy (2022)
Reverend Al Sharpton (2023)
Aunjanue Ellis-Taylor (2024)



Congresswoman Lauren Underwood presenting the John Roberts Lewis Lifetime Legacy Award to Congressman Jim Clyburn. (2021)



Congresswoman Ayanna Pressley presenting the John Roberts Lewis Lifetime Legacy Award to Senator Reverend Raphael Warnock. (2023)



Senator Debbie Dingell presenting the John Roberts Lewis Lifetime Legacy Award to Congressman Steny Hoyer. (2024)



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# 2025 Sponsorship Levels

STORIES  
THAT  
MOVE

TM

## March On!™ Presenting Sponsor . . . . . \$250,000+

- March On!™ Festival Presented by (Company Name) is listed in all printed and press materials
- 4 Social Posts on March On!™ Festival's Twitter & Facebook platforms
- Opportunity for a Company Representative to speak during the March On!™ Awards event
- Showcase the company's social impact sizzle at the March On!™ Awards Event and March On!™ Festival programming
- 40 seats at the March On!™ Awards Event with VIP Reserved Seating
- Logo prominently featured on step & repeat at March On!™ Awards Event
- Logo included on all relevant promotional materials (website, invite, banners, newsletters)
- Branding on all March On!™ Festival events and programming throughout the year
- Recognition by moderator or speaker at all Festival events
- Recognition on-screen (all live & virtual Festival events)
- Logo included in March On!™ Festival promotional trailer
- 40 VIP Reserved Seating Passes to all live Festival events

## March On!™ Official Sponsor . . . . . \$150,000+

- Opportunity for a Company representative to speak during the March On!™ Awards Event
- Showcase the company's social impact sizzle at the March On!™ Awards Event
- 25 seats at the March On!™ Awards Event with VIP Reserved Seating
- Logo prominently featured on step & repeat at Awards Event
- Branding on all March On!™ Festival events and March On!™ programming throughout the year
- Logo included on all relevant promotional materials (website, invite, banners, newsletters)
- Recognition by moderator or speaker at all Festival events
- Recognition on-screen (all live & virtual Festival events)
- Logo included in March On!™ Festival promotional trailer
- 25 VIP Reserved Seating Passes to all live Festival events

## March On!™ Premiere Sponsor . . . . . \$100,000+

- 20 seats at the March On!™ Awards Event with VIP Reserved Seating
- Logo prominently featured on step & repeat at Awards Event
- Branding on all March On!™ Festival events and March On!™ programming throughout the year
- Logo included on all relevant promotional materials (website, invite, banners, newsletters)
- Recognition by moderator or speaker at all Festival events
- Recognition on-screen (all live & virtual Festival events)
- Logo included in March On!™ Festival promotional trailer
- 20 VIP Reserved Seating Passes to all live Festival events

## Contributing Sponsor . . . . . \$50,000+

- 15 tickets to the March On!™ Awards Event with Premium Reserved Seating
- Logo prominently featured on step & repeat at Awards Event
- Branding on all March On!™ Festival events and additional programming throughout the year
- Logo included on all relevant promotional materials (website, invite, banners, newsletters)
- Recognition by moderator or speaker at select March On!™ events
- Recognition on-screen (all live & virtual Festival events)
- Logo included in March On!™ Festival promotional trailer
- 15 Premium Reserved Seating Passes to all live Festival events

## Benefactor . . . . . \$25,000+

- 10 tickets to the March On!™ Awards Event with Premium Reserved Seating
- Branding on select March On!™ Festival events and additional programming throughout the year
- Logo included on all relevant promotional materials (website, invite, banners, newsletters)
- Recognition by moderator or speaker at select March On!™ Events
- Recognition on-screen (all live & virtual Festival events)
- Logo included in March On!™ Festival promotional trailer
- 10 Premium Reserved Seating Passes to all live Festival events

## Advocate . . . . . \$10,000+

- 6 tickets to the March On!™ Awards Event with Reserved Seating
- Logo included on all relevant promotional materials (website, invite, banners, newsletters)
- Recognition on-screen (all live & virtual Festival events)
- 6 Premium Reserved Seating Passes to all live Festival events

## Host . . . . . \$5,000+

- 4 tickets to the March On!™ Awards Event
- Recognition on-screen (all live & virtual Festival events)
- 4 Passes to all live Festival events

## Supporter . . . . . \$2,500+

- 3 tickets to the March On!™ Awards Event
- Recognition on-screen (all live & virtual Festival events)
- 3 Passes to all live Festival events

## Friend . . . . . \$1,000+

- 2 tickets to the March On!™ Awards Event
- 2 Passes to all live Festival events



Visit the [website](#) to learn more about March On!™ and our 2025 sponsors. For more information contact Marie Smeallie at [marie@kimballstroud.com](mailto:marie@kimballstroud.com) or (703) 298-9311.



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