

MARCH ON!TM

Festival

September 16 - 21, 2025
Washington, D.C. | In-Person & Virtual
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.

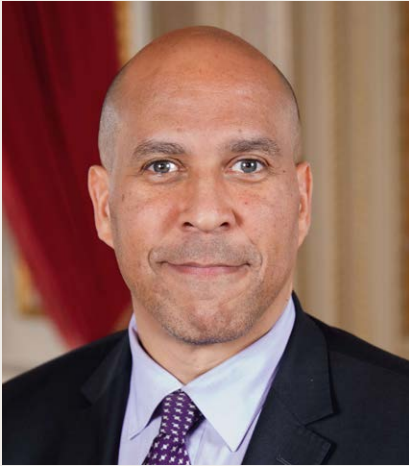
At its core, the **March On!™ Festival** is a bridge—connecting past struggles to present challenges and ensuring these vital stories are brought from the shadows to the spotlight. Join us as we **March On!™**, using the power of storytelling to spark dialogue, deepen understanding, and inspire action.

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

2025 March On!™ Honorees



John Robert Lewis Lifetime Legacy Award

Senator Cory Booker

Senator Cory Booker has dedicated his life to fighting for those left out, left behind, or left without a voice. From serving low-income families in Newark to leading major reforms in the U.S. Senate, he has championed justice, civil rights, and opportunity for all. His work to transform the criminal justice system and expand equity reflects the enduring legacy of Congressman John Lewis.

2025 March On!™ Lifetime Achievement Award

Marcia Smith & Stanley Nelson and Firelight Media

Stanley Nelson is today’s leading documentarian of the African American experience. Awards received include a MacArthur “Genius” Fellowship, five Primetime Emmy Awards, lifetime achievement awards from the Emmys and IDA, and the National Medal in the Humanities from President Obama.

Marcia Smith is the former President of Firelight Media. Under her leadership, Firelight Media was honored with a MacArthur Award for Creative and Effective Institutions. She has written several films alongside Stanley Nelson including: Freedom Riders, Through the Fire: The Legacy of Barack Obama, Jonestown, and The Murder of Emmett Till.

In 2000, Mr. Nelson and his wife, Marcia Smith, co-founded Firelight Media, a non-profit organization that provides mentorship, funding, and artistic development opportunities to emerging documentary filmmakers of color.



Gala Leadership

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GALA HOST COMMITTEE

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Visit the [website](#) to learn more about March On!™ and our 2025 sponsors. For more information contact Kim Callinan at kim@marchonfest.org or (240) 281-8023.

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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!™ Gala Past Award Recipients & Presenters

Lifetime Legacy Award Recipients

Nikki Giovanni (2019)

Congressman John Lewis (2020)

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)

**Received the March On!™
Lifetime Achievement Award*

Highlights From Past Festivals



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)



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)

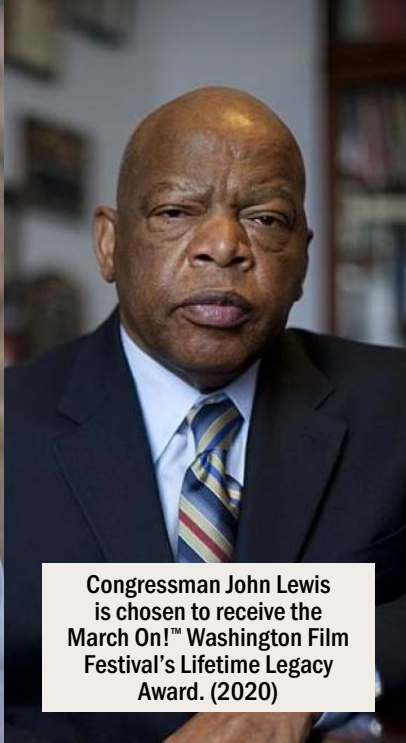


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Congresswoman Lucy McBath receives the Vivian Malone Courage Award. (2019)

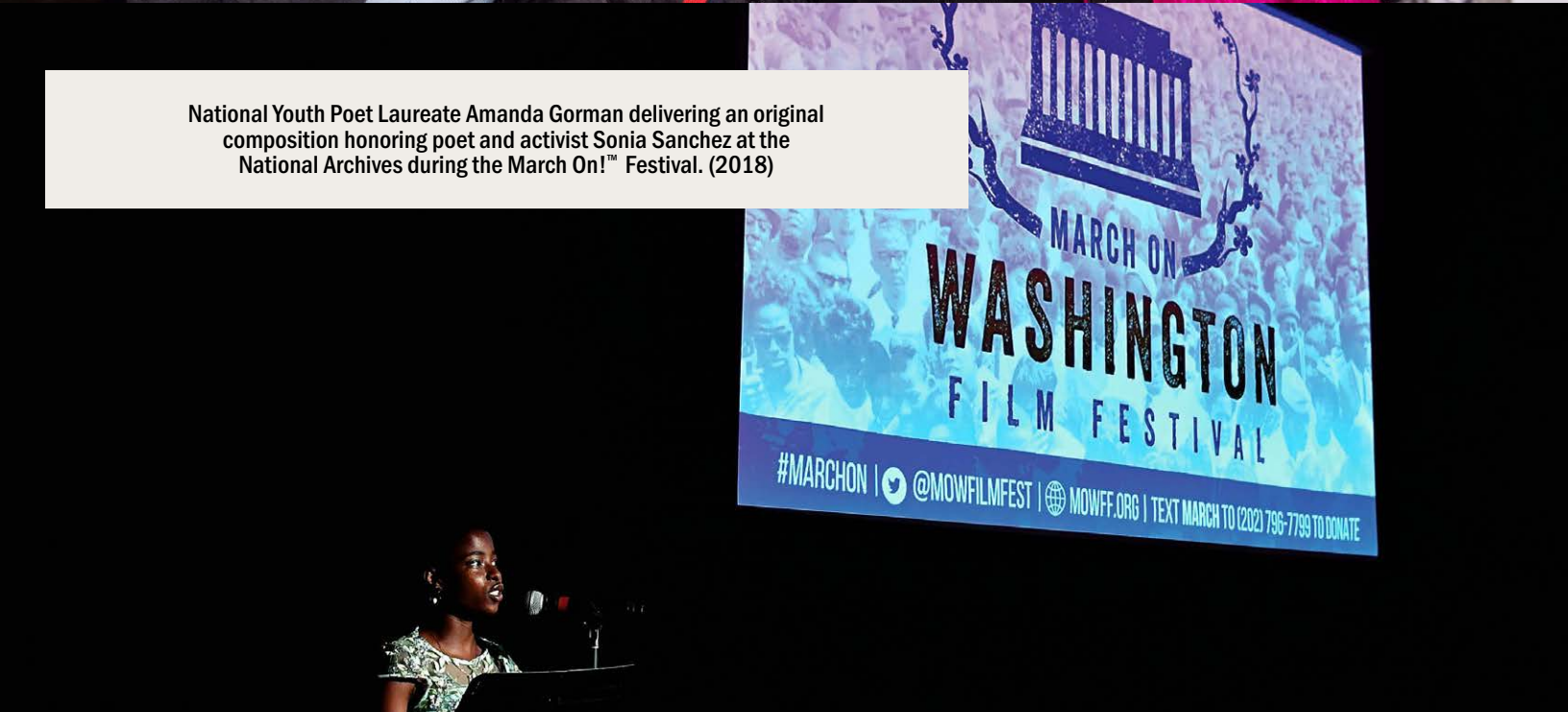
Congressman John Lewis is chosen to receive the March On!™ Washington Film Festival's Lifetime Legacy Award. (2020)

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)



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)



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2025 Sponsorship Levels



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

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THE 2024 MARCH ON!™ FESTIVAL & OUR YEAR-ROUND PROGRAMS POSSIBLE.

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