

We the People
...more domestic tranquility...
...our States...
...the Blessings of Liberty...

2026 SPONSORSHIP OPPORTUNITIES

MARCH ON!™ Festival 2026

250 Years of Democracy

THE UNFINISHED STORY

TUESDAY, SEPTEMBER 29 -
TUESDAY, OCTOBER 6TH, 2026



WASHINGTON, DC & VIRTUALLY



MARCH ON!™

We tell the untold stories of the Civil Rights Movement — honoring the icons and the foot soldiers — connecting the past to the present in order to shape a more just future.



FILM
MUSIC
ART
LITERATURE
DANCE
SCHOLARSHIP
FIRST-PERSON
NARRATIVES

Through our annual festival and year-round programs, we invite people to engage with history — sparking ideas, courage, and direct action.

SAVE
THE
DATE

MARCH ON! Festival 2026

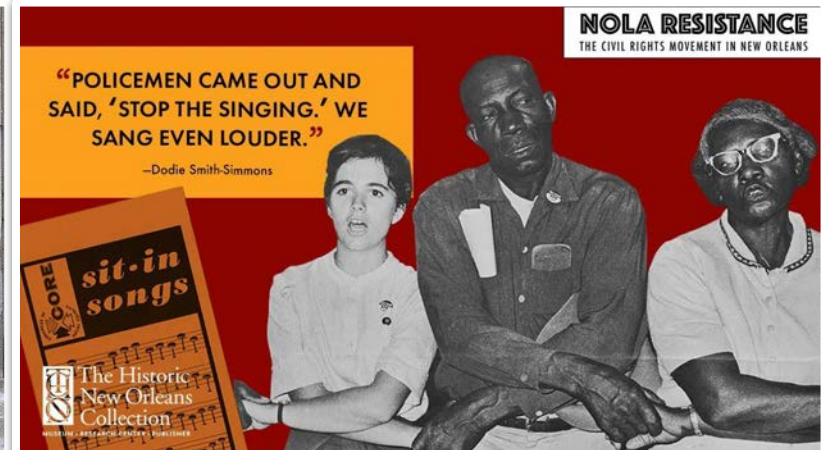
250 Years of Democracy _____ **THE UNFINISHED STORY**

- Awards Gala honoring social justice changemakers
- Scholarship, film, visual, and performing arts-driven storytelling programs
- National Emerging and Student Social Justice Film Competition
- Inspiration to shape the future of democracy
- A place to gather, belong, and renew
- A spotlight on New Orleans and Louisiana

SEPTEMBER 29 – OCTOBER 6, 2026

Spotlight On New Orleans & Louisiana: Civil Rights, Culture, and the Making of American Democracy

- The family dynasties that shaped the civil rights movement and beyond
- Louisiana court cases that helped shape American democracy
- Creole, Cajun, and African traditions as pillars of historical legacy
- From classical music to jazz—art as a language of freedom
- Cuisine, culture, and community as catalysts for resilience and social change



2026 March On! Annual Opening Night Awards Gala

*Tuesday, September 29th
6:30pm Dock 5 at Union Market*

Honoring Visionary Leaders in the Fight For Civil Rights

The 2026 March On! Gala will feature:

- Awards
- Dinner
- Dessert
- Dancing
- Delight

The **March On! Awards** and the **John Robert Lewis Lifetime Legacy Award**, presented annually at the Awards gala, were created to recognize leaders whose devotion to advancing civil rights and social justice is unparalleled.



About the John Robert Lewis Lifetime Legacy Award

The **Lifetime Legacy Award** honors extraordinary lifetime achievement in advancing civil rights and social justice. Congressman John Lewis was among its distinguished recipients, and following his passing the award was renamed in his honor to recognize leaders whose courage, resilience, and commitment to justice reflect the principles that guided his life.



2026 Receipt of the John Robert Lewis Lifetime Legacy Award: Marc Morial & The National Urban League



Marc H. Morial and the **National Urban League** are at the forefront of advancing civil rights and economic justice nationwide. Under Morial's leadership, the Urban League has expanded its reach to serve millions, driven major investment in Black businesses, and led national advocacy on jobs, housing, and voting rights. They are now spearheading the development of a transformative new Harlem Empowerment Center, which will include a national civil rights museum that opens in the Fall. Morial, a former Mayor of New Orleans, has grown the Urban League into a powerful national force for economic justice and civil rights.

About the March On! Awards

The **March On! Awards** recognize leaders and organizations whose commitment to advancing civil rights and social justice is unparalleled. Honorees embody the spirit of activism, advocacy, and creative expression that drives meaningful change, illuminating untold stories and inspiring action in the ongoing struggle for equality and justice.



Friday, October 2, 2026 | 7:00 PM

Shall We Gather?

Allyship, Music & The Power of Collective Voice

Recreating the spirit of Civil Rights–era mass meetings, this gathering blends faith, testimony, and music to confront the realities facing immigrant communities and challenge us to act with courage and purpose.

Speakers/Artists

- Bishop **Mariann Budde**, the Episcopal Bishop of Washington (confirmed)
- **Rev. William H. Lamar IV**, Pastor of Metropolitan AME Church (confirmed)
- Representative Ilhan Omar (invited)
- Reverend Gabriel Salguero (invited)
- **Robert Raben**, President & founder, Raben, Moderator (confirmed)
- **Maimouna Youssef (aka Mumu Fresh)**, a GRAMMY-Nominated singer, songwriter, activist, and acclaimed Hip Hop artist (confirmed)
- **Rutha Mae Harris**, original Freedom Singer (confirmed)

Metropolitan AME Church

Presenting Program Sponsor: \$50,000

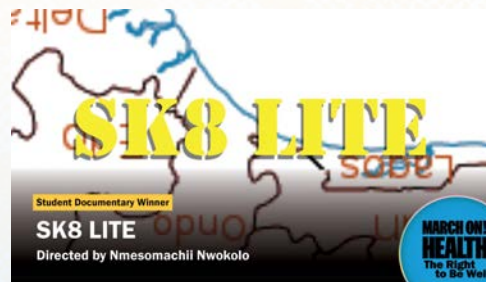
Saturday, October 3, 2026

Student & Emerging Film Competitions

Screenings

*This high-energy screening features 12 standout finalist films from **March On!**'s nationally recognized **Student & Emerging Filmmaker Competitions**—bold, unflinching narrative and documentary shorts from across the country that pulse with the urgency, creativity, and conviction of a new generation of civil rights storytellers.*

*Hosted by **Emmy-winning producer Opal Hope Bennett**, the program is a powerful showcase of emerging voices shaping the future. And this year, for the first time, the Grand Prize-winning film will receive technical assistance to launch a social impact campaign—turning storytelling into real-world action.*



Presenting Program Sponsor: \$125,000 per Competition (Student, Emerging)

Saturday, October 3, 2026 | 7:00 PM

**Louisiana's National Impact:
Three Families Behind a Movement**

Centering a rare roundtable with members of the Francis, Landrieu, and Morial families, this program connects Louisiana's civil rights legacy to the future of American democracy—brought to life through music and cultural tradition.

Speakers/Artists

- **Marc Morial** (confirmed) — Former Mayor of New Orleans and current President and CEO of the National Urban League, continuing a legacy of national civil rights leadership
- **Mary Landrieu** (confirmed) — Former U.S. Senator (1997–2015), a leading voice on energy, infrastructure, and coastal resilience
- **Mitch Landrieu** (invited), - Former Mayor of New Orleans (2010 - 2018), former Lt. Governor (2004-2010)
- **Tim Francis** (invited) — Attorney, producer, and civic leader with leadership roles spanning government, entertainment, and major institutions, including Sony Pictures, HBO, and Stevie Wonder Enterprises
- **Michelle Norris Johnson** (Invited) — American Journalist, Moderator (invited)
- **Crush FunkBrass** (invited)

Presenting Program Sponsor: \$50,000

Sunday, October 4, 2026 | 2:00 PM

The People's Mic:

Music, Movement & 250 Years of Democracy

March On! presents ***The People's Mic: Music, Movement & 250 Years of Democracy***—a free, interactive afternoon that weaves together **Music in Common's *Black Legacy Project***, a mix of songs, stories, and multimedia performances that take audiences on a musical and oral journey through Black History, and a spoken-word showcase hosted by **Nina Ligon** around the theme: **What Democracy Means to Me**. A live Q&A and an open mic invite the community to join in and share their own voices.

Marking 250 years of American democracy, the program connects past to present while inviting a new generation to step up, be heard, and help shape what comes next.

Presenting Program Sponsor: \$50,000

Tuesday, October 6, 2026

Rosenwald: A Remarkable Story of a Jewish Partnership with African American Communities

This special program brings together film screenings, an exhibition, a powerful conversation, and a reception—exploring the partnership between Julius Rosenwald and Booker T. Washington and its relevance today. Presented by the National Building Museum, the Lillian and Albert Small Capital Jewish Museum, and March On!.

Speakers/Artists

- **Valerie Jarrett**, CEO Obama Foundation & Great-granddaughter of Robert Robinson Taylor, the architect who designed many of the schools built through the Rosenwald fund (invited)
- **Eugene Robinson**, Pulitzer Prize-winning Washington Post columnist and alumnus of the Rosenwald School program (to be invited)
- **Aviva Kempner**, Film Director (confirmed)
- **Stephanie Deutsch**, Author, *You Need a Schoolhouse*, *Booker T. Washington*, *Julius Rosenwald and the Building of Schools for the Segregated South* (confirmed)

Presenting Program Sponsor: \$50,000



Why Sponsor March On!

March On! brings together artists, scholars, activists, and civic leaders to explore the ongoing story of civil rights. Support helps make these conversations accessible to broader audiences while preserving the stories that continue to shape our collective future.

Supporters have the opportunity to:

- Help sustain cultural storytelling that connects history, activism, and the arts
- Support emerging filmmakers, artists, and scholars
- Engage with a community committed to civic dialogue and social impact
- Be part of a national platform that honors civil rights leadership and inspires future generations



2026 Sponsorship Levels

Level	Amount
Presenting Sponsor	\$250,000
Official Sponsor	\$150,000
Premiere Sponsor	\$100,000
Contributing Sponsor	\$50,000
Benefactor	\$25,000
Advocate	\$10,000
Host	\$5,000
Supporter	\$2,500
Friend	\$1,000

Name on Step & Repeat at \$50K and Above



Community Supporter Levels

Level	Contribution	Benefits
Supporter	\$2,500	3 Gala tickets • 3 Festival passes • Web recognition
Friend	\$1,000	2 Gala tickets • 2 Festival passes • Web recognition



Watch
our 2025
recap video

2025 Reach

- 4.7 Million Views
- 160,000 Engagements



With Gratitude to Our 2025 Sponsors

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The story continues. March On.

Preserving the stories that shaped our democracy
and inspire the generations who will carry them forward.

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Thank you for helping preserve history, amplify voices,
and inspire the future.

