

Memorandum



CITY OF DALLAS

DATE November 17, 2025

TO Honorable Members of the Quality of Life, Arts and Culture Committee: Zarin D. Gracey, (Chair). Laura Cadena (Vice Chair), Adam Bazaldua, Paul Ridley, Bill Roth, Chad West, Gay Donnell Willis

SUBJECT **Plan for 2026 Dr. Martin Luther King, Jr. Celebration Week Events, Parade and Gala**

In January of 2026 the City of Dallas will host the 44th celebration of the life and legacy of Dr. Martin Luther King, Jr. with a week of events and culminating in the MLK Day Parade. The 2026 theme for MLK Week is "Remaining Awake Through A Great Transformation."

MLK Week 2026 overview:

1. Day of Reflection, Prayer, & Dedication, Tuesday, Jan. 13 | 11 a.m. to 1 p.m.
2. Job Fair, Wednesday, Jan. 14 | 11 a.m. to 3 p.m.
3. Multicultural Showcase (tentative), Thursday, Jan. 15 | 12 p.m. to 1 p.m.
4. Symposium hosted by Office of Housing & Community Empowerment, Friday, Jan. 16
5. Candle Lighting Ceremony, Friday, Jan. 16 | 7 p.m. to 8:30 p.m.
6. MLK Fest, Saturday, Jan. 17 | 8 a.m. to 2 p.m.
7. MLK Scholarship & Awards Gala, Saturday, Jan. 17 | 6:30 p.m. to 8:30 p.m.
8. MLK Day Parade, Monday, Jan. 19 | 10 a.m. to 2 p.m.

The MLK Day Parade is hosted in partnership with a local community-based organization, H.E.L.P. (Hope Encourage Love Protect), which produces the parade on behalf of the City. H.E.L.P. was selected through a competitive procurement process to manage the parade production activities. The City partially funds the cost of the parade, however H.E.L.P. is responsible for fundraising specifically to support the parade.

All events are free to the public, except for the MLK Scholarship & Awards Gala, which requires a ticket purchase. MLK Week is supported by sponsorships and ticket sales revenue:

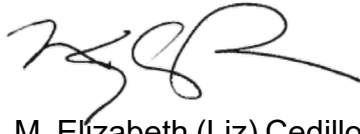
1. Presenting: \$25,000
2. Diamond: \$15,000
3. Platinum: \$10,000
4. Gold: \$5,000
5. Silver: \$3,500
6. Bronze: \$2,500
7. Sponsor Table: \$2,200
8. Supporter: \$250

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Sponsorship funds raised in excess of the costs to implement MLK Week events support the MLK Scholarship fund. During the MLK Scholarship & Awards Gala the City of Dallas awards scholarships to graduating high school seniors attending a city of Dallas high school.

If you have questions or need additional information, please contact Deputy Director Jessica Galleshaw at jessica.galleshaw@dallas.gov.

Service First, Now!



M. Elizabeth (Liz) Cedillo-Pereira
Assistant City Manager

c: Kimberly Bizzor Tolbert, City Manager
Tammy Palomino, City Attorney
Mark Swann, City Auditor
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Preston Robinson, Administrative Judge
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Dev Rastogi, Assistant City Manager

M. Elizabeth (Liz) Cedillo-Pereira, Assistant City Manager
Donzell Gipson, Assistant City Manager
Robin Bentley, Assistant City Manager
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Directors and Assistant Directors