

# INFO SLIDEDECK



Presented By





# WHAT IS IT ?

**The Juneteenth Weeklong Celebration is a multi day cultural celebration that takes place throughout Youngstown OH. The Weeklong Celebration aims to Educate, Activate and Celebrate through a series of community led events.**

**Juneteenth is the oldest nationally recognized holiday that commemorates the freeing of enslaved African-Americans in Galveston TX June 19th (1865)**

# HOW THE HOLIDAY HAS GROWN

**Dr. Opal Lee, an American retired teacher, counselor, and activist in the movement to make Juneteenth a federally-recognized holiday In 2016, she walked from Fort Worth Texas to Washington DC to raise awareness for Juneteenth**

**In 1980, Texas became the first state in the United States to recognize Juneteenth as an official state holiday, and today all fifty states and the District of Columbia have recognized Juneteenth as a state holiday or observance.**





”

**This experience made  
me feel special !**

”

**Aliza Patterson**



# WHAT TO EXPECT

**COMMUNITY CLEANUPS**

+

**3,000 PLUS ATTENDEES**

+

**EXPERT PANEL DISCUSSIONS**

+

**YOUTH ACTIVITIES**

+

**DELICIOUS FOOD & DRINKS**

+

**50+ LOCAL VENDORS**

+

**LIVE MUSICAL & DANCE  
PERFORMANCES**

+

**VISUAL MEDIA STATIONS  
FOR ADVERTISING AND SPONSOR PROMOTION**



# Bringing Generations Together

# SPONSORSHIP LEVELS

JUNETEENTH WEEKLONG CELEBRATION

## WEEKLONG SPONSORSHIP BREAKDOWNS

ALL CONTRIBUTIONS WILL BE TAX DEDUCTIBLE

PRESENTING **20K** SUPPORTING **2K**

### MARKETING & EXPOSURE

Presenting naming rights to the 2024 Juneteenth Weeklong Celebration, Legacy Parade & Cultural Festival	X	
Logo on volunteer shirts worn throughout the Weeklong Celebration	X	X
Logo on all digital & physical marketing material (postcards, emails, website, booklets, flyers)	X	X

### ONSITE EXPOSURE

Table & tent booth during the Juneteenth Cultural Festival	X	X
Brand signage present at every Weeklong Celebration event	X	X
Brand information distributed in info bags during the Juneteenth Cultural Festival (approx. 500)	X	
Logo on Juneteenth Cultural Fest banner by stage	X	X

### MEDIA EXPOSURE

Sponsor Appreciation posts via the Juneteenth Weeklong Celebration social media platforms	X	X
Logo on video promotion content viewed via social media, website & television	X	X
Inclusion on all press releases	X	

# SPONSORSHIP LEVELS

JUNETEENTH WEEK LONG CELEBRATION

## ADDITIONAL SPONSORSHIP OPPORTUNITIES

ALL CONTRIBUTIONS WILL BE TAX DEDUCTIBLE

### JUNETEENTH CULTURAL FESTIVAL

**PRESENTING** - \$3,000 - Presenting naming rights to Juneteenth Marketplace, Fireworks Presentation, Musical Performance Stage

**SUPPORTING** - Any contribution over \$500 ( Will receive a tent and table at the 2024 Juneteenth Festival, logo on all signage at Festival

### Juneteenth Sankofa Ball Program Sponsor

**PLATINUM** - \$1,000 - Full Page Back Cover (Color)

**GOLD** - \$750 - Full Page Inside Cover, Front or Back (Color)

**SILVER** - \$500 - Full Page Inside (Black & White)

**BRONZE** - \$300 - Half Page Inside (Black & White)

### Corridor Clean Up

### SPONSOR A CLEAN UP TEAM

MAKE A SUPPLY DONATION, MONETARY DONATION OR FOOD DONATION

EMAIL [JUNETEENTHYOUNGSTOWN@GMAIL.COM](mailto:JUNETEENTHYOUNGSTOWN@GMAIL.COM) FOR NEXT STEPS





**JUNTEENTH**  
**15**

**THANK YOU**  
**FOR YOUR SUPPORT**