



# JUNETEENTH

## FREEDOM FEST

CHARLESTON, SC

# Sponsorship Packet

## JUNE 19, 2021



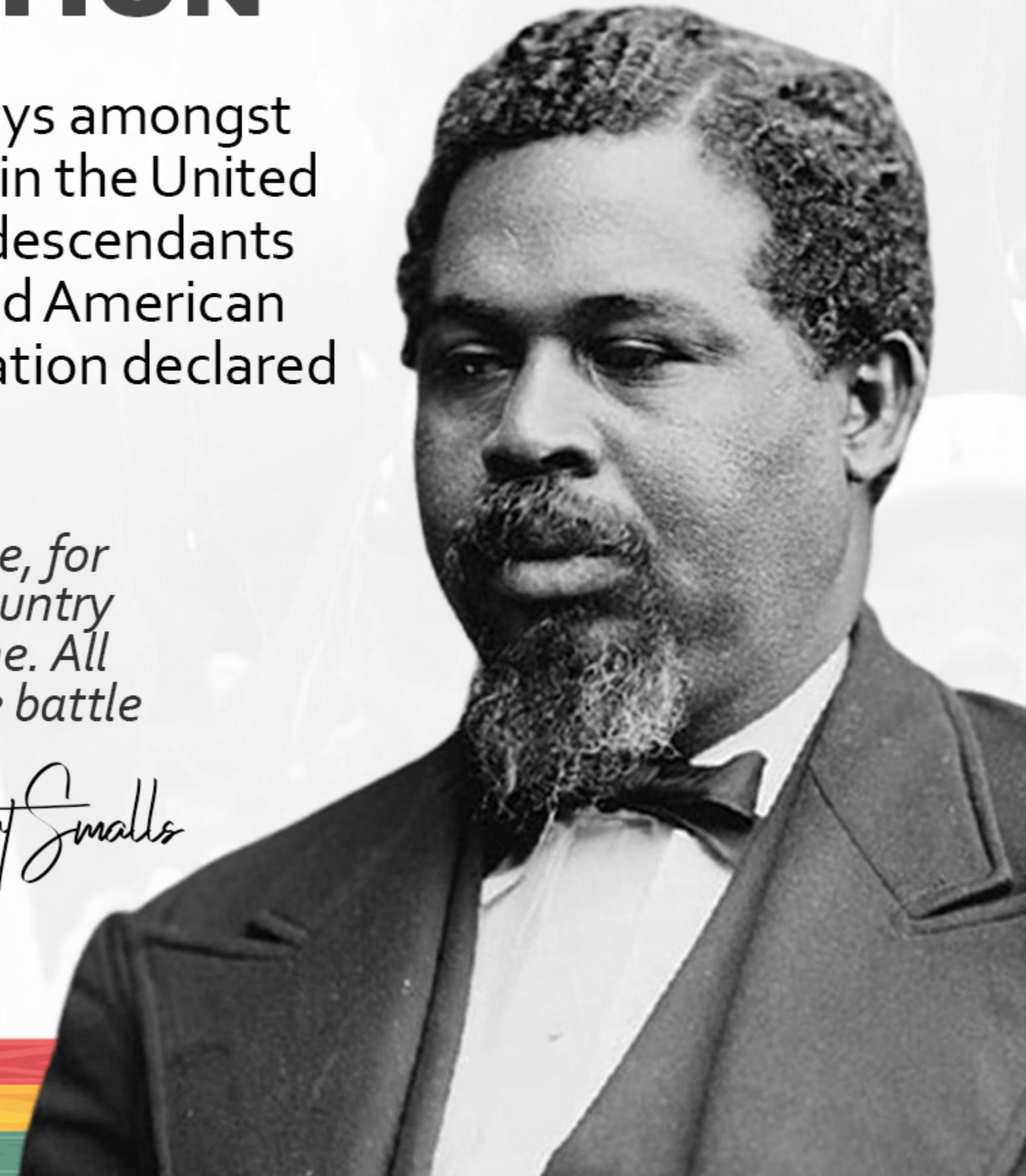


# THE HISTORY OF THE JUNETEENTH CELEBRATION

**Juneteenth** is one of the oldest and best-known holidays amongst Emancipation Day that celebrates the **end of slavery** in the United States. Due to increasing revolts by Africans and their descendants who were enslaved, the United States was forced to end American legal chattel enslavement. The Emancipation Proclamation declared the ending of slavery on **January 1st, 1863**.

*"My race needs no special defense, for the past history of them in this country proves them to be equal of anyone. All they need is an equal chance in the battle of life."*

*Robert Smalls*





# ABOUT OUR EVENT

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On **June 19th, 2021**, Juneteenth Freedom Fest Charleston will be held at the **Riverfront Park located in North Charleston, SC**. Celebrating Juneteenth in Charleston, South Carolina as a large-scale event is significant. According to the International African-American Museum, nearly half of enslaved Africans brought to America came through Charleston, and nearly 80 percent of African-Americans can potentially trace an ancestor who arrived in Charleston. Juneteenth Freedom Fest Charleston is free to the public with an estimate of **3000 guests in attendance**. The event will last all day kicking off at 2 pm and ending at 10 pm with a **Grand Fireworks Show Finale!** There will be **live performances throughout the day, Art, Music, Food, Kids Activities, and Educational Outreach Vendors**. Juneteenth Freedom Fest Charleston is a celebration organized to bring our community **together from every walk of life** in celebration of our journey to freedom for all, liberation, and remembrance of how far we have come and where we are going. Join us for Juneteenth Freedom Fest in Charleston, SC, and let's **celebrate together!**





# SPONSORSHIP OPPORTUNITIES



## TITLE SPONSORSHIP

\$10,000 (EXCLUSIVE)

**SOLD OUT**  
"Your Company" Presents  
the Juneteenth Freedom Fest

- 2 Exhibitor Booths
- Media: radio ads, television ads, billboard, website, social media
- Logo placement: Volunteer t-shirts, website, digital materials, printed material, signage throughout event
- Stage advertisement

## PLATINUM SPONSOR

\$7,500 (2 SPOTS LEFT)

- 2 Exhibitor Booths
- Media: billboard, website, social media
- Logo placement: website, digital materials, printed material, signage throughout event
- Stage advertisement

## SCHOLARSHIP SPONSORS

\$5,000

- SOLD OUT**
- 2 Exhibitor Booths
  - Juneteenth Freedom Fest Charleston Scholarships Presented by the organizers
  - Logo placement: website, digital materials, printed material, signage throughout event
  - Stage advertisement during freedom fest scholarship event.

# SPONSORSHIP OPPORTUNITIES



## ENTERTAINMENT SPONSORS

**\$2,500 (3 SPOTS LEFT)**

- 1 Exhibitor Booth
- Media: website, social media
- Logo placement on website, printed material and signage throughout event
- Stage Mentions during entertainment introductions and Fireworks

## PROGRAM SPONSORS

**\$1,000 (2 SPOTS LEFT)**

- 1 Exhibitor Booth
- Media: website, social media
- Logo placement: website, welcome table

## MARKETING SPONSORS

**\$500 (5 SPOTS LEFT)**

- 1 Exhibitor Booth
- Media: website, social media
- Logo placement: website

## PRESENTED BY SPONSORS

**\$1,000 (2 SPOTS LEFT)**

- All exclusive options
- Logo placement: website
- Hosts Lounge
- Volunteers Lounge
- Guests Lounge
- Wristbands





# IN CONJUNCTION WITH



The Passion Project Initiative's mission is clear but it's not easy. We create platforms that cultivate forward progress in our society through education empowerment and community engagement. There's not just one way to do this. With our joined efforts, we develop and facilitate purposeful programs that empower the members of our community and events that help encourage social change and dialogue while partnering with others who desire to pursue their passion for social change. It's through these pillars of action, derived from our mission, that we seek to create a world that is better not just for us, but for every generation after us. It's our world and it's our responsibility to help make it a better place for our children. That's what we're passionate about. That's our Passion Project.



## Contact Us

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