



JUNETEENTH

FAMILY FEST

SPONSORSHIP PACKAGE

JUNETEENTH FAMILY FEST 2022

JUNE 18, 2022 (2PM-10PM)

NORTH CHARLESTON SC RIVERFRONT PARK





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About us

Juneteenth is an annual observance commemorating the date Union Troops enforced the Emancipation Proclamation, freeing all that remained enslaved in Texas, on June 19, 1865. Juneteenth is also known as Freedom Day or Juneteenth Independence Day. The first celebration of Juneteenth took place in 1866, originating in Galveston, Texas. However, celebrating the occasion was limited for Black Americans, as most parks and white-owned establishments were heavily segregated. Although Juneteenth became a state holiday in Texas in the 1980's and some states later followed. It wasn't until June 17th, 2021, over a century and a half later that Juneteenth would be recognized as a federal holiday in the United States. Juneteenth is a pivotal milestone in African American history. It demonstrates the long, enduring fight for freedom and the pursuit of equity and equality.

Charleston has an abundantly rich black history due to its Gullah Geechee roots and because 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.

Celebrating Juneteenth in the Lowcountry as a large-scale event is significant to our heritage and who we are as a people. Juneteenth pays tribute and celebrates the journey to freedom, the contributions, ingenuity, and sacrifices that were made by those who came before us to get us where we are today.



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About our Event

On Saturday, June 18, 2022, we will kick off our 2nd Annual Juneteenth Family Fest! With an estimated 6000 plus guests in attendance, this community-family-based event will take place at the Riverfront Park in North Charleston, SC, and is open and free to the public. You can arrive as early as 2 pm, and festivities will begin at 3 pm. This day-long celebration will be power-packed with activities ranging from live performances, black art displays, games for children, and delicious cultural food! There will also be non-profit organizations, local community service vendors, as well as Historical Black Colleges and Universities on site. This joyous occasion will be topped off with a grand fireworks show finale that will be worth watching with your family and friends! We're asking the community to come out and celebrate where we've come from, as we look forward to where we are heading and what we desire to accomplish.

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What To Expect And How You Can Help



Performances: The Juneteenth Family Fest has a stage, dedicated to showcasing **local performers and artists**. It's important to use this event as a platform, featuring the incredible creative talents here in Charleston. If you're a local performer or artist interested in taking part in this incredible event, we want to hear from you!

Volunteers: Typical volunteer activities include assisting attendees, working admissions, capturing footage on social media platforms, and more. We welcome people from all different backgrounds.



Vendors: The Juneteenth Family Fest has set aside ample space for businesses to provide their services, ranging from black arts and crafts, food and beverage, as well as informational tents for non-profit organizations, for-profit businesses, and community service organizations.

Kids Fest: The Juneteenth Family Fest is a celebration for the entire family! Come enjoy a wide variety of kid-friendly activities and entertainment, from face painting to crafts and more. **This is a day for the whole family, with something for each age group.**



Grand Fireworks Show: To top off this momentous occasion, we will end the night with an amazing Grand Fireworks Show Finale! The lowcountry sky will be filled with a display of colors and designs, as we revel in victory and celebrate how far we have come and continue to look forward to the future!



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BECOME OUR PROUD SPONSOR

The vision behind Juneteenth Family Fest would not be possible without the **generous support of our community.**

Last year's event was successful, thanks to those individuals, organizations, and small businesses who partnered with us to bring the vision to life. **Corporations and community stakeholders** are invited to support the 2nd Annual Juneteenth Family Fest Charleston event with partnership packages ranging from \$1,000 - \$50,000. Partnership packages include five months of advertisement in the event announcements, station table for you and your guests, recognition at the event, and advertising and promotional materials.

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Sponsorship Package

UNITY \$50K

(Exclusive Presenting)

- 🎪 Representation as the "Juneteenth Family Fest, brought to you by "<YOUR BRAND>" in logo and/or text in JFF marketing and collateral material
- 🎪 Corporate/Company logo as the official top title sponsor on the JFF Sponsorship page linking to sponsor website (two backlinks)
- 🎪 Corporate/Company logo placement on stage Stage Mentions during entertainment introductions and Fireworks
- 🎪 Exclusive Press Release
- 🎪 TV and Radio mentions
- 🎪 2 Activation stations (4 tables in primary high traffic area)
- 🎪 40 JFF Reserved Tickets
- 🎪 4 reserved parking passes
- 🎪 Corporate/Company logo display in digital marketing
- 🎪 Corporate/Company logo display in ALL print marketing materials for JFF including print advertising, posters, and event banners
- 🎪 Double truck and back display in 2022 JFF souvenir book
- 🎪 Sponsor one Passion Project Initiative Empowerment Scholarship Recipient
- 🎪 Sponsor a Youthpreneur vendor booth

- 🎪 JFF Social Media mentions
- 🎪 Corporate/Company logo display in email newsletters
- 🎪 12 tickets to Passion Project
- 🎪 Initiative Sponsor Appreciation Mixer
- 🎪 Corporate/Company logo on billboard along Interstate 26
- 🎪 Corporate/Company logo on primary location on back of JFF Official T-shirt

FREEDOM \$30K

(Limit 1)

- 🎪 Corporate/Company logo on the JFF Sponsorship page linking to sponsor website
- 🎪 Corporate/Company logo placement on stage
- 🎪 Stage Mentions during entertainment introductions
- 🎪 TV and Radio mentions
- 🎪 2 Activation stations (4 tables in high traffic area)
- 🎪 25 JFF Reserved Tickets
- 🎪 3 reserved parking passes
- 🎪 Corporate/Company logo display in digital marketing

- 🎪 Corporate/Company logo display in ALL print marketing materials for JFF including print advertising, posters, and event banners
- 🎪 Double truck display in 2022 JFF souvenir book
- 🎪 Sponsor one Passion Project Initiative Empowerment Scholarship Recipient
- 🎪 Sponsor a Youthpreneur vendor booth
- 🎪 JFF Social Media mentions
- 🎪 Corporate/Company logo display in email newsletters
- 🎪 10 tickets to Passion Project Initiative Sponsor Appreciation Mixer
- 🎪 Corporate/Company logo on billboard along Interstate 26
- 🎪 Corporate/Company logo on back of JFF Official T-shirt



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Sponsorship Package

EMPOWERMENT \$20K (Limit 2)

- Corporate/Company logo on the JFF Sponsorship page linking to sponsor website
- Corporate/Company logo placement on stage
- Choice of non-stage sites on field Presented by "<YOUR BRAND>" in logo and/or text (Kid Zone, Food Truck Area, JFF HBCU College Fair Area, VIP & Artists Lounge)
- Stage Mentions during entertainment introductions
- TV and Radio mentions
- 2 Activation stations (4 tables in high traffic area)
- 15 JFF reserved tickets
- 2 reserved parking passes
- Corporate/Company logo display in digital marketing
- Corporate/Company logo display in ALL print marketing materials for JFF including print advertising, posters, and event banners
- One full-page display in 2022 JFF souvenir book
- Sponsor one Passion Project Initiative Empowerment Scholarship Recipient
- Sponsor a Youthpreneur vendor booth

- JFF Social Media mentions
- Corporate/Company logo display in email newsletters
- 8 tickets to Passion Project Initiative Sponsor Appreciation Mixer
- Corporate/Company logo on back of JFF Official T-shirt

PRIDE \$15K

- Corporate/Company logo on the JFF Sponsorship page linking to sponsor website
- Sponsor banner placement in high visibility area (location determined by staff)
- Stage Mentions during entertainment introductions
- Radio Mentions
- 1 Activation station (2 tables in high traffic area)
- 10 JFF reserved tickets

- 2 reserved parking passes
- Corporate/Company logo display in digital marketing
- Corporate/Company logo display in print marketing materials for JFF including print advertising, posters, and event banners
- One half-page display in 2022 JFF souvenir book
- JFF Social Media mentions
- Corporate/Company logo display in email newsletters
- 6 tickets to Passion Project Initiative Sponsor Appreciation Mixer
- Corporate/Company logo on back of JFF Official T-shirt



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Sponsorship Package

COURAGE \$10K

- 🌟 Corporate/Company logo on the JFF Sponsorship page linking to sponsor website
- 🌟 Sponsor banner placement in high visibility area (location determined by staff)
- 🌟 Stage Mentions during entertainment introductions
- 🌟 1 Activation station (2 tables in high traffic area)
- 🌟 8 JFF reserved tickets
- 🌟 2 reserved parking pass
- 🌟 Corporate/Company logo display in digital marketing
- 🌟 Corporate/Company logo display in print marketing materials for JFF including print advertising, posters, and event banners
- 🌟 One half-page display in 2022 JFF souvenir book
- 🌟 JFF Social Media mentions
- 🌟 Corporate/Company logo display in email newsletters
- 🌟 4 tickets to Passion Project Initiative Sponsor Appreciation Mixer
- 🌟 Corporate/Company logo on back of JFF Official T-shirt

WISDOM \$5K

- 🌟 Corporate/Company logo on the JFF Sponsorship page linking to sponsor website
- 🌟 Stage Mention
- 🌟 1 Activation station (2 tables in high traffic area)
- 🌟 6 JFF Reserved Tickets
- 🌟 1 reserved parking pass
- 🌟 Corporate/Company logo display in digital marketing

- 🌟 One quarter-page display in 2022 JFF souvenir book
- 🌟 JFF Social Media mentions
- 🌟 Corporate/Company logo display in email newsletters
- 🌟 4 tickets to Passion Project Initiative Sponsor Appreciation Mixer
- 🌟 Corporate/Company logo on back of JFF Official T-shirt

LIBERATION \$1K

- 🌟 Corporate/Company logo on the JFF Sponsorship page linking to sponsor website
- 🌟 1 Activation station (2 tables in high traffic area)
- 🌟 4 JFF Reserved Tickets

- 🌟 Corporate/Company name listed as a sponsor in 2022 JFF souvenir book
- 🌟 2 tickets to Passion Project Initiative Sponsor Appreciation Mixer
- 🌟 Corporate/Company logo display in email newsletters
- 🌟 JFF Social Media mentions

PEACE DONATION \$350

- 🌟 Corporate/Company name listed as Peace Donation on the JFF website
- 🌟 Corporate/Company name listed as a Peace Donation in 2022 JFF souvenir book
- 🌟 JFF Social Media mention



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Sponsorship Package

ADD-ONS

**Sponsor a Kidpreneur
vendor booth \$600 (Limited 10)**

- 👤 Listed as a Kidpreneur sponsor on the JFF website
- 👤 Corporate/Company name listed as a sponsor in 2022 JFF souvenir book
- 👤 4 JFF Reserved Tickets
- 👤 2 tickets to Passion Project Initiative Sponsor Appreciation Mixer
- 👤 JFF Social Media mentions

A LA CARTE SPONSORSHIPS

👤 **One quarter-page display in 2022
JFF souvenir book \$250**

👤 **Kid Zone, Food Truck Area, JFF HBCU
College Fair Area, VIP & Artists Lounge:
\$1000 each (LIMIT 1 PER AREA)** Includes
signage in the appropriate area,
Corporate/Company logo on the JFF
Sponsorship page linking to sponsor
website, Corporate/Company name listed
as a sponsor in 2022 JFF souvenir book, 4
JFF reserved tickets per sponsorship and 2
tickets to Passion Project Initiative Sponsor
Appreciation Mixer per sponsorship.
***Please Note that the Empowerment
Sponsorship Level has naming rights to
choice of non-stage sites on field
Presented by Sponsorship***

*For more information or additional branding
opportunities contact Passion Project Initiative.*



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Event Analytics

THE NUMBERS DON'T LIE!



5898 Registrants
3500 in attendance



States Registered

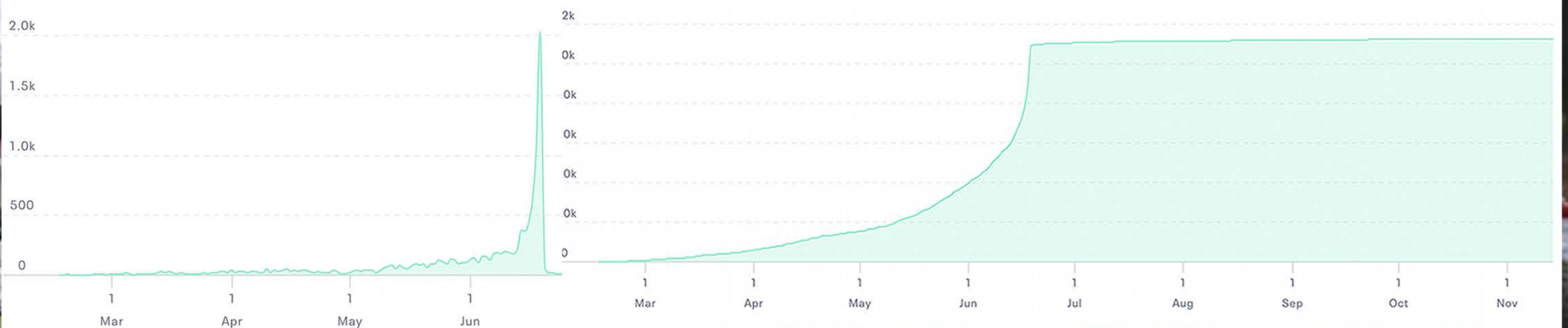
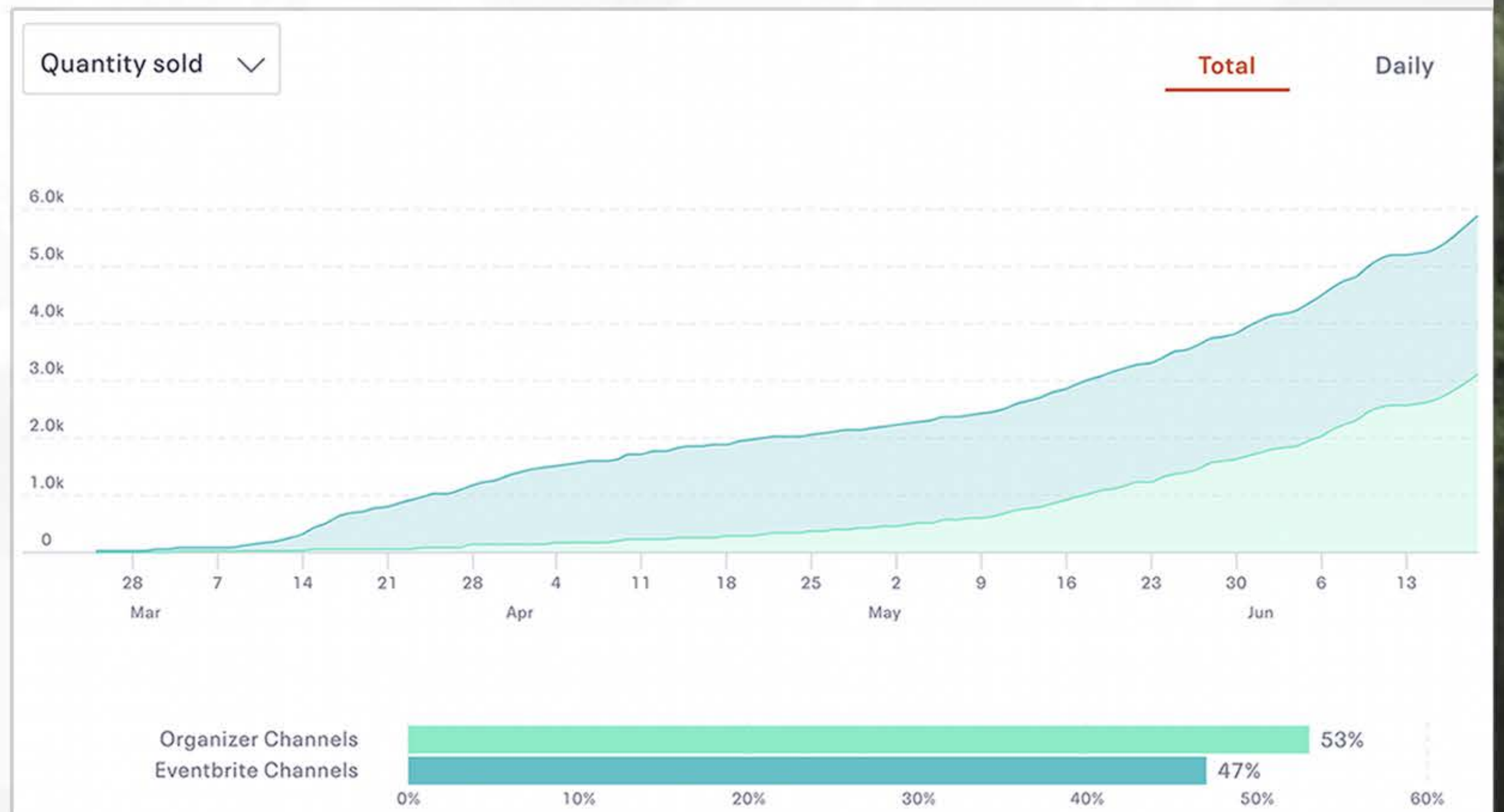
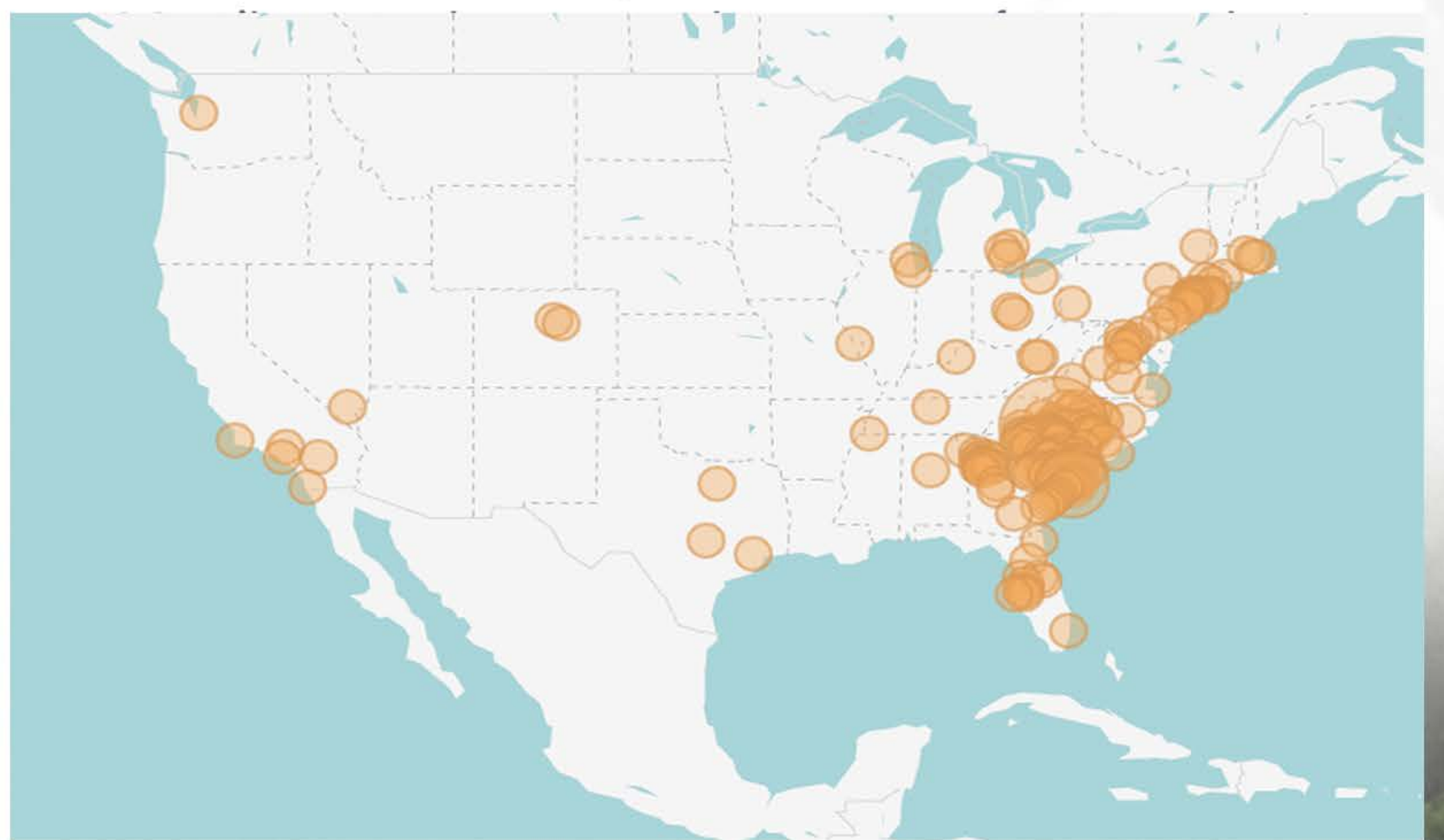


40% brought their
entire family
to the event



100% of Vendors said
they are interested in
vending in the 2022
Juneteenth Freedom
Fest

States Participated



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Event Highlights

Among the many attractions and participants at the 2021 Family Fest, we wanted to share a few bright moments.

Scholarship Recipients for the 2021 fest



Grand Fireworks Show



Performers



Local Hosts



Emmanuel 9 Commemoration



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Previous Sponsors

SPONSORS



COMMUNITY PARTNERS



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Ways to Support

Here are some more ways you can help make our event a success. We are taking donations for the following items:

- *Monetary Donations
- *Swag/Mesh Bags
- *Business Promotional Material
- *Volunteers
- *Gift Cards
- *Drinks/Water bottles
- *Gift Certificates
- *Prizes/Giveaways
- *Educational Equipment
(Chrombooks, Laptops, Ipads, Tablets)
- *Children Books





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. With our joint efforts, we develop and facilitate purposeful dynamic programs that empower the members of our community and events that help encourage social change and dialogue; While partnering with advocates who are passionate about 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.

