

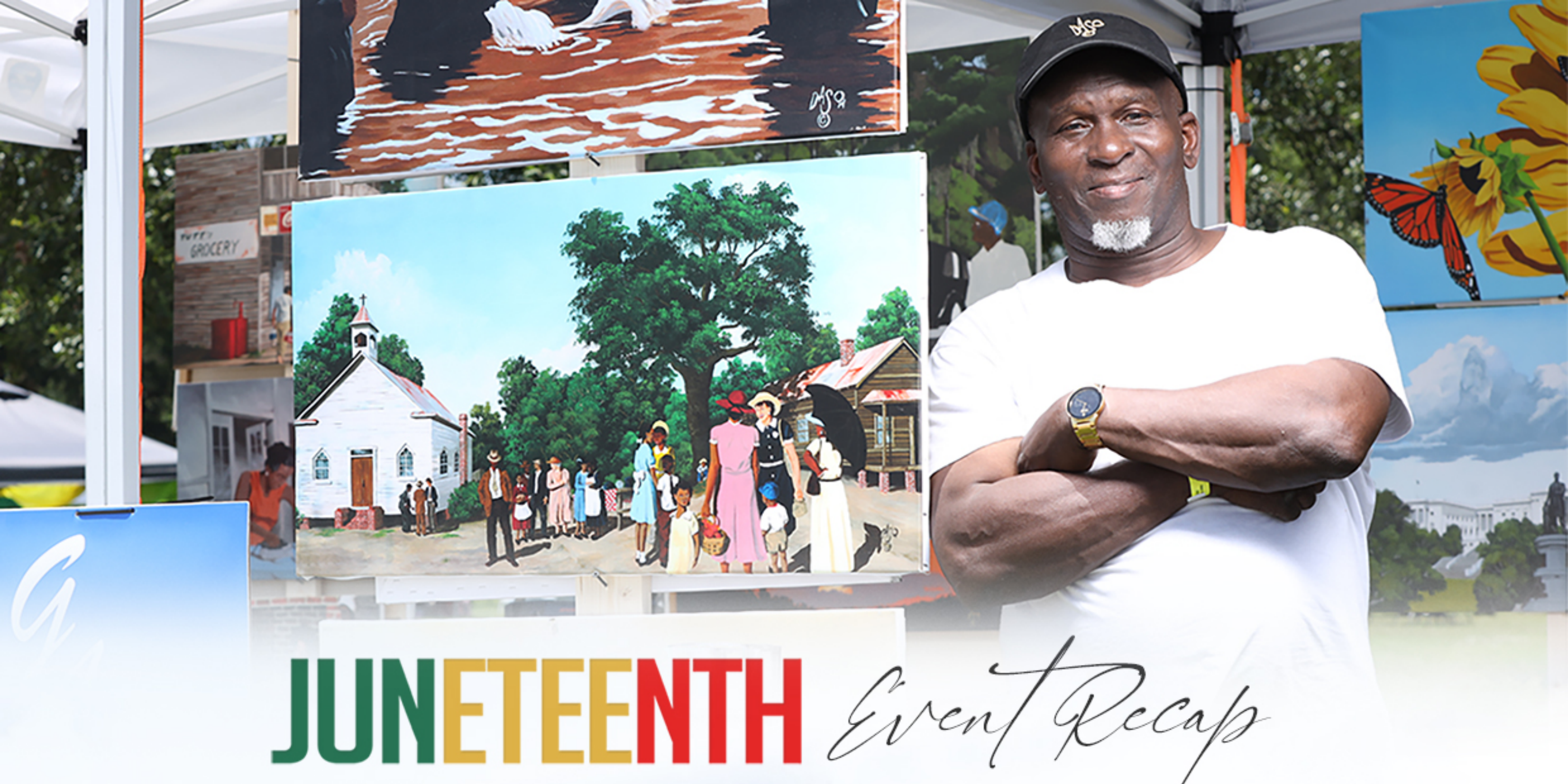


JUNETEENTH FAMILY FEST

Sponsorship Packages

RIVERFRONT PARK - JUNE 17, 2023

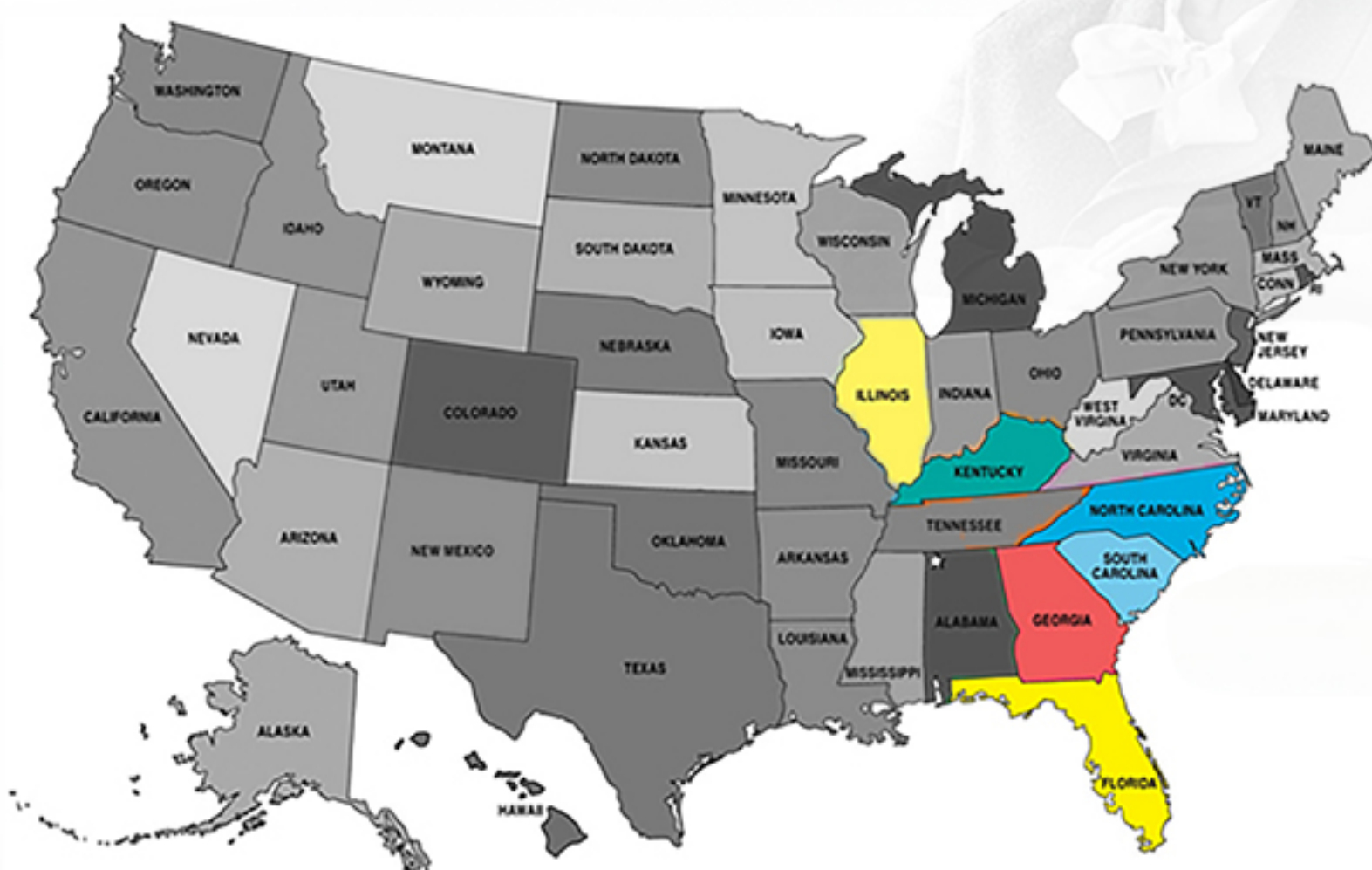




Juneteenth Family Fest 2022 was a family event that took place at the Riverfront Park in North Charleston, SC. This annual event was hosted by Passion Project Initiative Inc., a 501c3 non-profit organization. With the help of local sponsors and community partners, this event was offered free to the public. The event kicked off at 3 pm and concluded at 10 pm with a Grand Fireworks Show after a special dance performance commemorating the Emanuel 9. The day consisted of live performances by local South Carolina born artists, delicious bites from local food trucks, a dedicated Kids Fest, and presentations by Higher Education Institutions and Universities. Non-Profit organizations and community service partners were represented and provided opportunities for attendees to patronize their business along with learning more about their services. Overall, it was an event enjoyed by all and 97% of survey participants stated they would attend Juneteenth Family Fest again in the future.

STATES PARTICIPATED

South Carolina, North Carolina, Florida, Georgia, Kentucky, and Chicago



SPONSORS AND VENDORS

- 20 Food Vendors
- 50 Goods & Services Vendors
- 28 Sponsors
- 13 Community Partners





JUNETEENTH FAMILY FEST

2022 Event Stats



7421 Registrants
5000+ in attendance



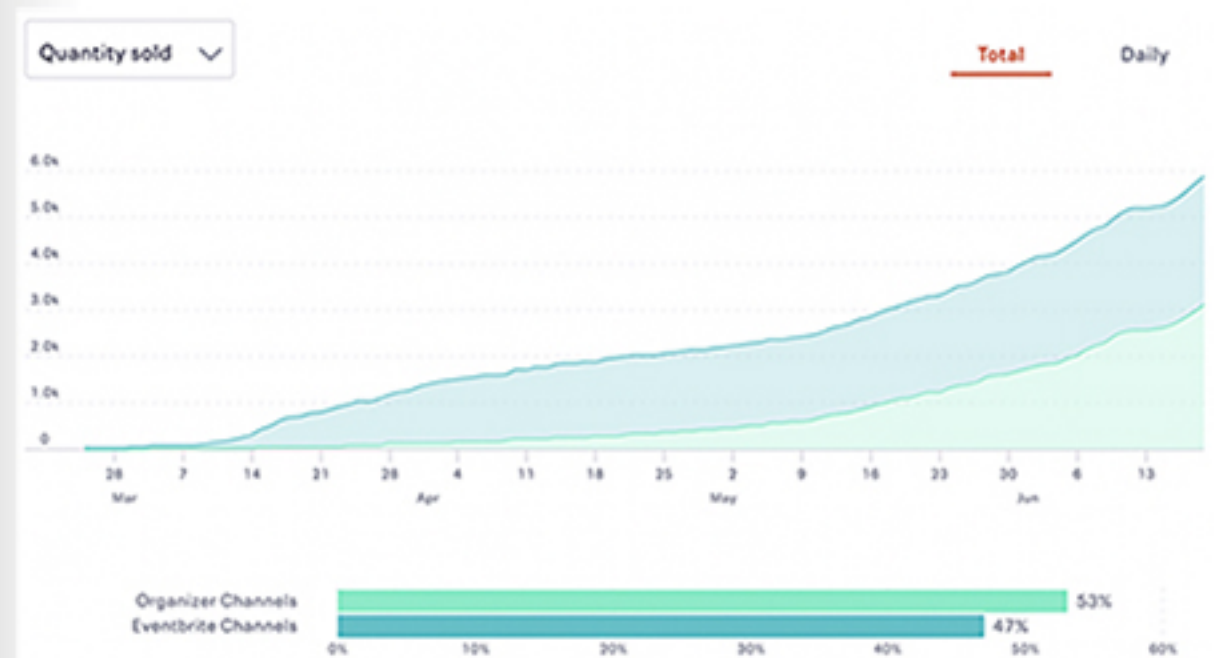
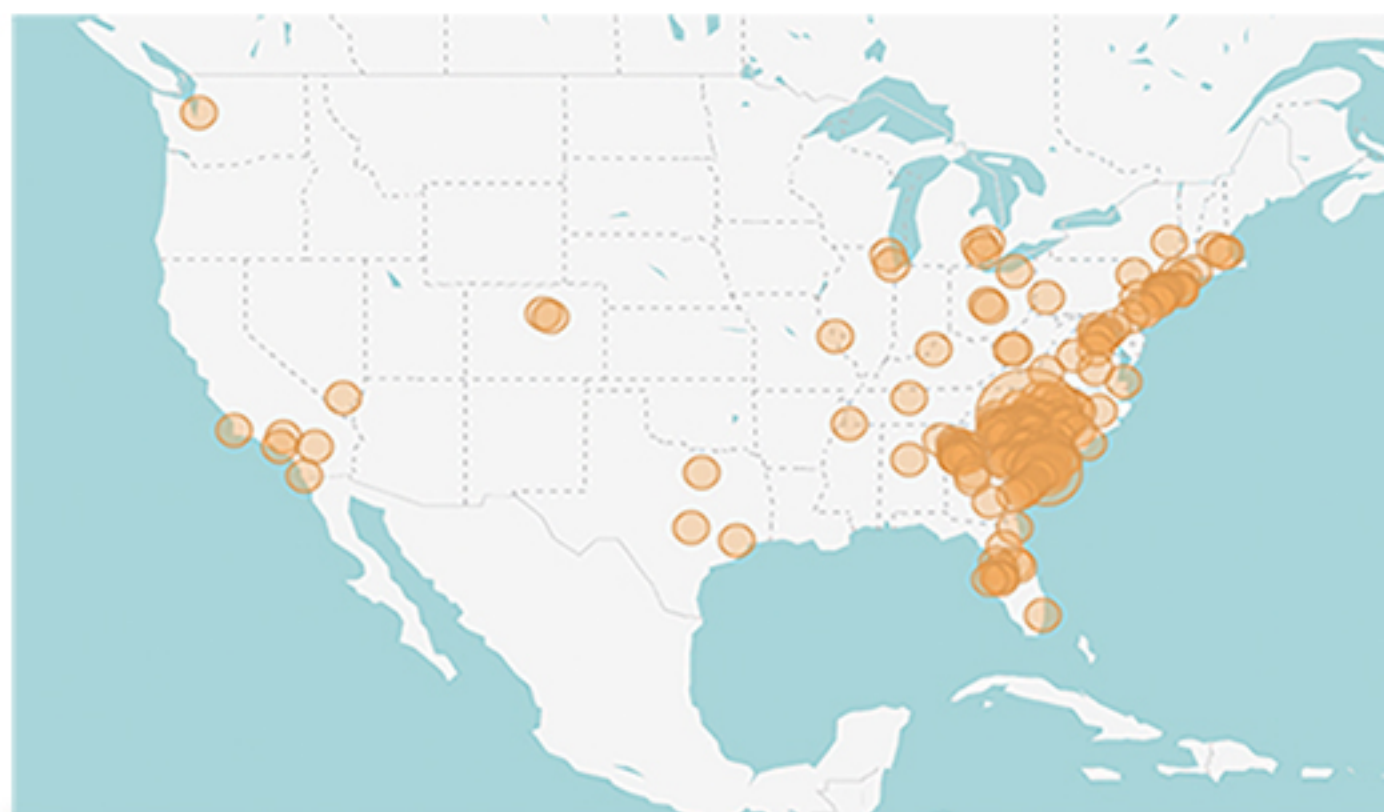
Multiple States
Registered



Over 50% of attendees
brought their children



100% of Vendors are
interested in vending in
the 2023 JFF



JUNETEENTH FAMILY FEST

Event Highlights



"It's nothing better than bringing beautiful black people together for a community/family centered event. I love the way everyone on the team works like a family with mutual respect."

"The growth this year was beautiful to see."



"Run of show was amazing. A ton of vendors to check out. The performers and host were amazing. Loved it!"





Event Highlights



"I think the event was great and truly appreciate you guys allowing me to be a part of it!"



"You all are doing such a phenomenal job. To see my children's eyes light up during the fireworks for Juneteenth was heartfelt. Can't wait to attend next year!"



"We were satisfied with our spot as well as the professionalism from everyone around us."





JUNETEENTH FAMILY FEST

A Special Thank you

2022 SPONSORS



2022 COMMUNITY PARTNERS





JUNETEENTH FAMILY FEST

About our Event

On Saturday, June 17, 2023, we will kick off our 3rd Annual Juneteenth Family Fest! With an estimated 10000 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. 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.





JUNETEENTH FAMILY FEST

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!

Community Engagement: Juneteenth Family Fest is the perfect opportunity to connect with community members, leaders, partners, and businesses. Get in front of the community you love while mixing and mingling with both new and old faces. Make lasting connections while celebrating and basking in black excellence.



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!



BECOME OUR PROUD SPONSOR












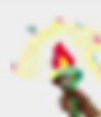


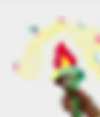





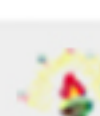

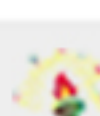

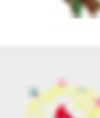

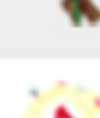
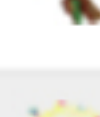
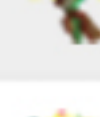

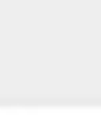
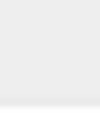

The vision behind Juneteenth Family Fest would not be possible without the generous support of our community. Last year's event was successful, thanks to those individuals, organizations, and small businesses who partnered with us to bring the vision to life. Corporations, small businesses, and community partners are invited to partner with Passion Project Initiative and support the 3rd Annual Juneteenth Family Fest Charleston event.

Partnership packages can include months of digital advertisements, activation stations during the event, recognition on stage, and spotlights in promotional materials.













Corporate Sponsorship Packages

INCLUSIONS	UNITY \$5k	COURAGE \$10k	PRIDE \$15k	EMPOWERMENT \$20k	FREEDOM \$30k
Logo on JFF.com					
Logo displayed on digital marketing materials					
Logo on JFF Official T-Shirt					
Logo displayed on printed marketing materials					
Stage Mention					
JFF '23 Title Sponsor					
JFF '23 Fireworks Sponsor					
TV, Radio, & Billboard Mention					
3 to 5 Minute Stage Presentation					
Double-truck ad in souvenir book					
Full-page ad in souvenir book					
Half-page ad in souvenir book					
Quarter-page ad in souvenir book					
10x10 Activation Station	1	1	1	2	2
Reserved JFF Tickets	6	8	10	15	25
Reserved Tickets to Sponsors Appreciation Mixer	2	4	6	8	12
Reserved Parking Pass	1	2	2	2	3

Small Business Sponsorship Packages

INCLUSIONS	COURAGE \$1k	LIBERATION \$2.5k
Logo on JFF.com		
Listed in Souvenir Booklet		
10x10 Activation Station		
Reserved JFF Tickets	4	6
Reserved Tickets to Sponsors Appreciation Mixer	2	3
Logo displayed on digital marketing materials		
Logo displayed on printed marketing materials		

ADDITIONAL OPPORTUNITIES

VIP & Artist Lounge \$5k

This is a great opportunity to get front and center with the amazing musical talent we will have at Juneteenth Family Fest 2023. By sponsoring our artist lounge, your logo will be placed on signage, you will be listed as a sponsor in the souvenir booklet, and you will get a mention on the big stage during the event.

Parking Sponsor \$5k

Food Truck Zone Sponsor \$3k

At Juneteenth Family Fest, we have some of the best food vendors in the lowcountry. By sponsoring the Food Truck Zone, your signage will be displayed throughout the area, on the map in the souvenir book, and multiple mentions from the stage throughout the event.

Kid Fest Sponsor \$2.5k

Sponsor a Kidpreneur \$600

The children are our future and we love to support our young entrepreneurs. You have the opportunity to help build the next generation of leaders by sponsoring a Kidpreneur at Juneteenth Family Fest 2023. Your logo will be displayed on their sign at the festival and you will get the opportunity to meet and greet your kidpreneur at the sponsorship mixer.

Full Page Ad in Souvenir Book \$750

Half-Page Ad in Souvenir Book \$500

Quarter-Page Ad in Souvenir Book \$250

\$500 Strength Donation – Listed in Souvenir Booklet

\$350 Peace Donation – Listed in Souvenir Booklet



JUNETEENTH FAMILY FEST

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
- *Volunteers
- *Gift Cards
- *Drinks/Water bottles
- *Prizes/Giveaways
- *Educational Equipment
(Chromebooks, Laptops,
Ipads, Tablets)





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.

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