



JUNETEENTH FAMILY FEST

Sponsorship Packages





JUNETEENTH FAMILY FEST

JFF EVENT OVERVIEW

Juneteenth Family Fest 2023 was a vibrant family celebration of heritage and community hosted in North Charleston, South Carolina. Organized by the Passion Project Initiative Inc., a 501(c)3 non-profit, the fest was made possible thanks to local sponsors and community partners. Special acknowledgments go to the City of North Charleston, Explore Charleston, Dominion Energy, Acute Heating & Cooling, Black Voters Matter, Z93, and 107.3 for their generous support.

The festivities began at 3:00 pm with the Negro National Anthem by Cross High School Band. Throughout the day, attendees were enthralled by live performances, notably the Rock-Soul act by LaFaye & The Fellas. Delicious cultural dishes from local food trucks delighted palates, while the dedicated Kids Fest entertained the younger crowd. Attendees had opportunities to connect with HBCUs and other higher education institutions. Several non-profits showcased their services and resources, providing opportunities for learning and interaction.

The evening's highlight was a heartfelt dance performed by Jordan Benton honoring the eighth anniversary of The Emmanuel 9, culminated by a fireworks display. Feedback was incredibly positive, with 99.2% of participants eager for future Juneteenth Family Fests.

2023 EVENT STATISTICS



12,355 Attendees
33 Family Reunions Registered



13 Food Vendors
50 Goods & Services Vendors
24 Sponsors
13 Community Partners

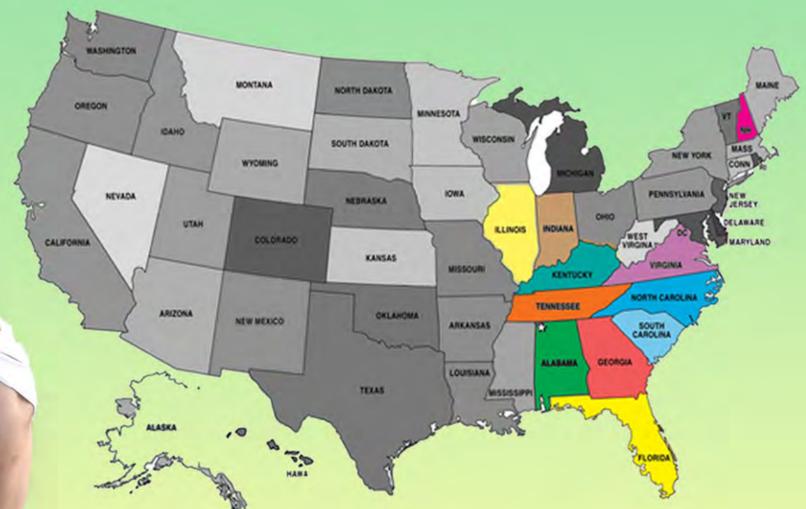


Major Cities in South Carolina

North Charleston, Charleston, Summerville, Goose Creek, Moncks Corner, Mt. Pleasant, Johns Island, Ladson, Columbia, Greenville, Orangeburg and more.

Other Major Cities and States in the U.S. Participated

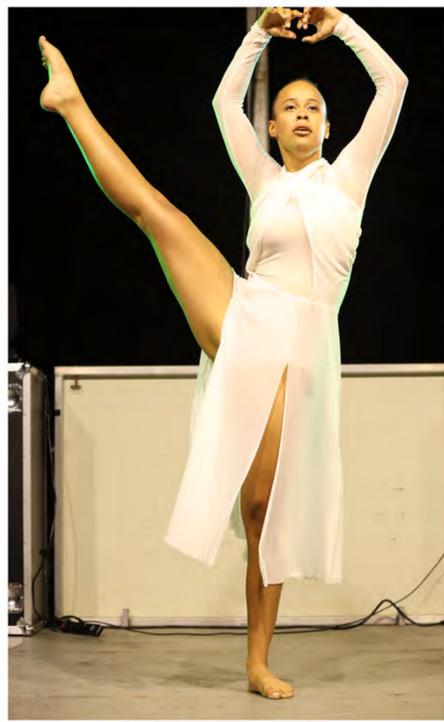
Charlotte, NC, Winston-Salem, NC, Raleigh, NC, Greensboro, NC, Atlanta, GA, Jacksonville, FL, New York, NY, and more.



JFF 2023 EVENT HIGHLIGHTS

Juneteenth Family Fest showcased a plethora of activities suitable for all ages. Highlights included STEM-supportive children's activities, insightful historical exhibits, local cultural arts and crafts, and "The Journey From Jollof to Red Rice" cooking demonstration by Mr. Gooding. The audience was also treated to a Youth Praise Dance performance, rhythmic moves from Deninufay Dance Co., and a mesmerizing performance by AZANIA Children from Uganda and much more. Beyond the entertainment, the event underscored African-American culture, history, and milestones, fostering unity, cultural enlightenment, and social justice advocacy. JFF became a poignant moment of introspection, remembrance, and jubilant celebration of freedom and equality.







JUNETEENTH FAMILY FEST

A Special Thank you

2023 SPONSORS



2023 COMMUNITY PARTNERS



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!



JUNETEENTH FAMILY FEST

BECOME OUR PROUD SPONSOR

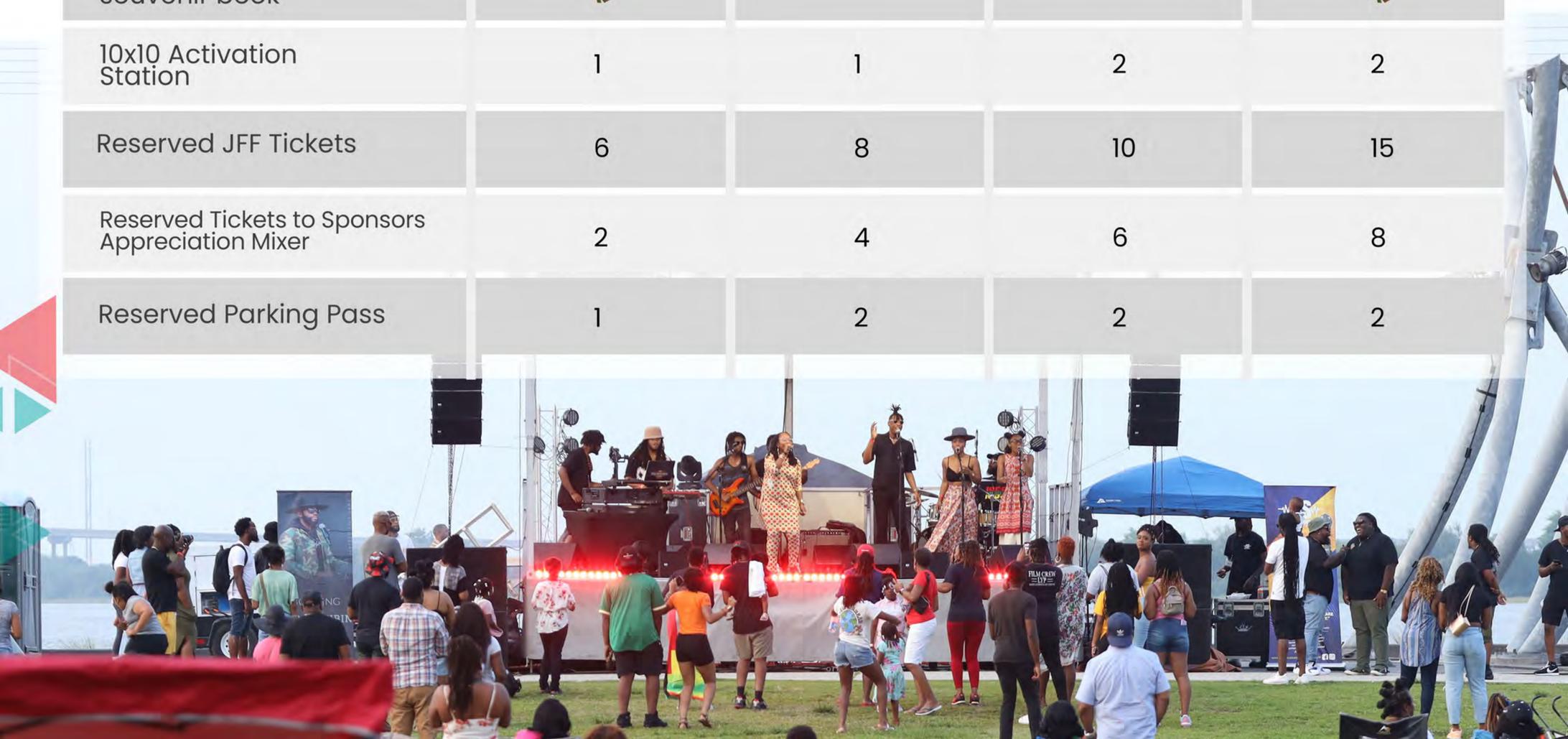
The vision behind Juneteenth Family Fest would not be possible without the generous support of our community. Last year's event was successful, thanks to those individuals, organizations, and small businesses who partnered with us to bring the vision to life. Corporations, small businesses, and community partners are invited to partner with Passion Project Initiative and support the 4th 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	FREEDOM \$20k
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				
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	2	2
Reserved JFF Tickets	6	8	10	15
Reserved Tickets to Sponsors Appreciation Mixer	2	4	6	8
Reserved Parking Pass	1	2	2	2



SMALL BUSINESS SPONSORSHIP PACKAGES

INCLUSIONS	EMPOWERMENT \$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

Fireworks \$7.5k

Ignite the Night with Purpose! Join us in making Juneteenth Family Fest an unforgettable celebration by sponsoring our spectacular fireworks display. Your support will not only light up the sky but also illuminate the hearts of families gathered to commemorate this significant day.

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

Elevate your brand by becoming the exclusive Parking Sponsor for Juneteenth Family Fest. Your support will ensure a seamless and convenient experience for attendees, making you an essential part of the celebration. Gain prominent visibility through dedicated parking signage and acknowledgments, while contributing to the overall success of this community-driven event.

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

Become the Kids Fest Sponsor at Juneteenth Family Fest and inspire smiles, laughter, and unforgettable moments for our youngest attendees. Your support ensures a day filled with interactive activities, games, and educational experiences, fostering a sense of community and celebration. Showcase your commitment to family values and community engagement with prominent branding opportunities, making a lasting impact on both children and their families.

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.

\$500 Strength Donation Listed in Souvenir Booklet

\$350 Peace Donation Listed in Souvenir Booklet

Full Page Ad in Souvenir Book \$750

Half-Page Ad in Souvenir Book \$500

Quarter-Page Ad in Souvenir Book \$250





WAYS TO SUPPORT THE EVENT

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.

