

JUNE 2026



# JUNETEENTH FAMILY FEST

*Sponsorship Packages*





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## JFF EVENT OVERVIEW

The Charleston Juneteenth Family Fest is a vibrant annual celebration centered on Juneteenth, a historic holiday commemorating the end of slavery in the United States and honoring African American history, culture, and community resilience. The event has grown into a major Lowcountry cultural gathering that celebrates freedom, heritage, and unity through immersive family-friendly festivities.

Since its inception, the fest has brought thousands of residents and visitors together at Riverfront Park in North Charleston for a full day of engaging programming including live musical performances, dance, cultural arts showcases, children's activities, historical reflections, local food, and a spectacular fireworks finale. Previous editions have featured performances by local and national artists, interactive cultural experiences, and participation by nonprofit groups and community service organizations, including HBCUs and local vendors.

### The festival's positive impact on the Charleston community is multifaceted.

As a cultural celebration and educational experience, the Juneteenth Family Fest deepens public understanding of Juneteenth's significance — honoring the long journey to freedom and highlighting the contributions and heritage of African Americans in the region. Charleston's rich Black history, including its Gullah Geechee roots and role in the trans-Atlantic slave trade, gives special resonance to this celebration.

Economically, the event creates a marketplace for Black-owned businesses, artists, and local entrepreneurs to showcase their goods and services to large, engaged crowds, directly supporting economic growth and visibility for small enterprises.

Community engagement, the Fest brings together families from all backgrounds, non-profit organizations, and service providers, fostering connection, civic participation, and access to valuable local resources.



## 2024 EVENT ENGAGEMENT



- 10,000+ attendees
- 20 Family Reunions
- 13 Food Vendors
- 34 Goods & Services
- 24 Sponsors
- 12 Community Partners



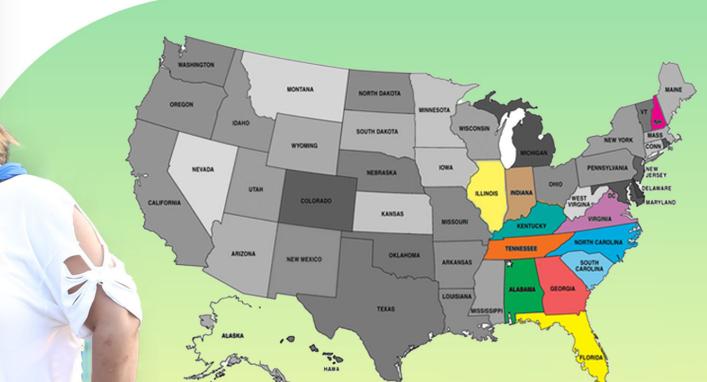
### Major Cities in South Carolina

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 2024 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.





# 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!



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## BECOME OUR PROUD SPONSOR

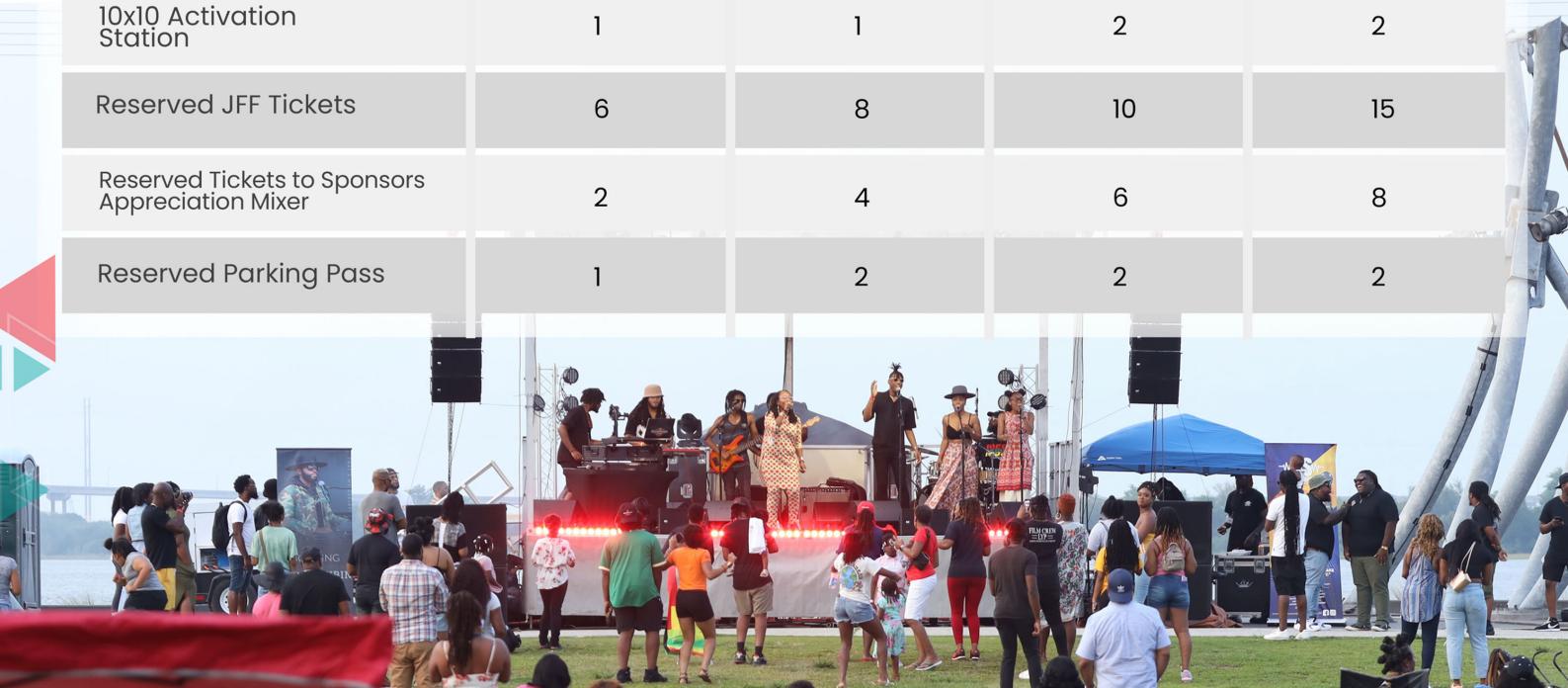
The vision behind Juneteenth Family Fest would not be possible without the generous support of our community. Our past events were successful, thanks to those individuals, organizations, and small businesses who partnered with us to bring the vision to life. Corporations, small businesses, and community partners are invited to partner with us and support the 5th annual Juneteenth Family Festival.

Partnership packages can include digital advertisements, in-person activations during the festival, on stage mentions, and spotlights in promotional materials.



# CORPORATE SPONSORSHIP PACKAGES

INCLUSIONS	UNITY \$5k	COURAGE \$10k	PRIDE \$15k	FREEDOM \$20k
Logo on JFF.com	炬	炬	炬	炬
Logo displayed on digital marketing materials	炬	炬	炬	炬
Logo on JFF Official T-Shirt	炬	炬	炬	炬
Logo displayed on printed marketing materials		炬	炬	炬
Stage Mention		炬	炬	炬
JFF '23 Title Sponsor				炬
TV, Radio, & Billboard Mention				炬
3 to 5 Minute Stage Presentation			炬	炬
Double-truck ad in souvenir book				炬
Full-page ad in souvenir book			炬	炬
Half-page ad in souvenir book		炬		炬
Quarter-page ad in souvenir book	炬			炬
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

