

2019 **JUNETEENTH** **PARADE & MUSIC FESTIVAL**



SPONSORSHIP

OPPORTUNITIES

BREAKFAST • PARADE • FESTIVAL

SATURDAY, JUNE 22, 2019
9:00AM - 6:00PM

PARADE: 52ND STREET & PARKSIDE AVE. TO PINE STREET
FESTIVAL: MALCOLM X PARK, 5100 PINE STREET
PHILADELPHIA, PENNSYLVANIA

ORGANIZED BY
PENNSYLVANIA JUNTEENTH INITIATIVE, INC
MICHAEL A. RASHID, CEO | ALI SALAHUDDIN, COO

For more information visit www.juneteenthphilly.org
Questions? Call (267)225-3108 or email info@juneteenthphilly.org

JUNETEENTH

2019

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WHAT IS JUNETEENTH?

Juneteenth is the oldest nationally celebrated commemoration of the ending of slavery in the United States. Also known as Juneteenth Independence Day or Freedom Day, Juneteenth is a holiday that commemorates the June 19, 1865 announcement of the abolition of slavery in Galveston, Texas; more specifically the emancipation of enslaved Africans throughout the United States of America.

THE 2019 JUNETEENTH CELEBRATION

On Saturday, June 22, 2019, the Juneteenth Celebration in Philadelphia will begin with an "Honor Our Ancestors" breakfast followed by a parade and music festival. The parade route will start at 52nd and Jefferson Streets and move south on 52nd Street ending with a music festival at Malcolm X Park, 52nd and Pine Streets. The new parade route will provide an opportunity to highlight local businesses and bring more commerce to the historical 52nd street business district.

Local and national celebrities are expected to be present and the parade will be telecast.

Special ceremony will take place at the festival, renaming 52nd Street to Muhammad Ali Way.

The 2018 Juneteenth Parade, which was televised on 6 ABC to over 1 million viewers, drew over 1,500 participants, 20 floats and approximately 10,000 attendees. Those numbers are expected to double for 2019.

EXPOSURE TO MORE THAN 25,000 ATTENDEES AND 1 MILLION TV VIEWERS

TARGET WOMEN, CHILDREN & FAMILIES OF ALL AGES

REGIONAL, NATIONAL & INTERNATIONAL TOURISTS

RADIO
PRINT
TV
EMAIL BLASTS
SOCIAL MEDIA

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JUNETEENTH TITLE SPONSORSHIP \$30,000

- Title logo and name recognition placement on all marketing materials, website, T-shirts and printed materials "Presented by..."
- Branded Float in parade with prominent line placement
- Opportunity to serve on Host Committee for 2019 Juneteenth Celebration
- Prominent logo placement on stage banners
- Corporate mention in all media advertising
- (1) VIP 10X10 activation booth or table with tent at Malcolm X Park in prime, high traffic zone
- (10) reserved seats in VIP area at Malcolm X Park
- (10) reserved seats at "Honor Our Ancestors" Breakfast on June 22, 2019
- Opportunity to speak on Main Stage during Juneteenth ceremony
- Exclusive day-of branding for social media campaign, "Powered by..." and preferred company hashtag on Juneteenth social media posts day of event #poweredby....

HONORING OUR ANCESTORS SPONSORSHIP \$20,000

- Prominent logo recognition placement on all marketing materials, website, T-shirts and printed materials
- Branded Float in parade with prime line placement
- Opportunity to serve on Host Committee for 2019 Juneteenth Celebration
- Logo placement on stage banners
- (1) VIP 10X10 activation booth or table with tent at Malcolm X Park in prime, high traffic zone
- (10) reserved seats in VIP area at Malcolm X Park
- (10) reserved seats at "Honor Our Ancestors" Breakfast on June 22, 2019
- Opportunity to speak on Main Stage during Juneteenth ceremony.
- Social media recognition to include company branded post of your choice

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ECONOMIC EMPOWERMENT SPONSOR \$10,000

- Logo recognition placement on all marketing materials, website, T-shirts and printed materials
- Branded Float in parade
- Logo placement on stage banners
- (1) VIP 10X10 activation booth or table with tent at Malcolm X Park in prime, high traffic zone
- (6) reserved seats in VIP area at Malcolm X Park
- (6) reserved seats at "Honor Our Ancestors" Breakfast on June 22, 2019
- Social media recognition to include company branded post of your choice

FREEDOM SPONSOR \$7,500

- Logo recognition placement on marketing materials, website and T-shirts
- Branded Float in parade
- (1) VIP 10X10 activation booth or table with tent at Malcolm X Park
- (6) reserved seats in VIP area at Malcolm X Park
- (6) reserved seats at "Honor Our Ancestors" Breakfast on June 22, 2019
- Social media recognition

MARCHING FORWARD SPONSOR \$5,000

- Logo recognition placement on marketing materials, website and T-shirts
- (1) 10X10 activation booth or table with tent at Malcolm X Park
- (4) reserved seats in VIP area at Malcolm X Park
- (4) reserved seats at "Honor Our Ancestors" Breakfast on June 22, 2019
- Social media recognition

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TRUSTEE SPONSOR \$2,500

- Logo recognition placement on website
- Space for a 10X10 activation booth or table with tent at Malcolm X Park
- (2) reserved seats in VIP area at Malcolm X Park
- (2) tickets to "Honor Our Ancestors" Breakfast on June 22, 2019
- Social media recognition

SUPPORTER SPONSOR \$1,000

- Logo recognition placement on website
- Space for a 10X10 activation booth or table at Malcolm X Park
- (2) tickets to "Honor Our Ancestors" Breakfast on June 22, 2019
- Social media recognition

FRIENDS OF JUNETEENTH \$500

- Logo recognition placement on website
- (2) tickets to "Honor Our Ancestors" Breakfast on June 22, 2019
- Social media recognition

VENDOR TABLE AT MALCOLM X PARK \$150

- Space for a 10X10 activation booth or table at Malcolm X Park
Company name listed on website
- Social media recognition

Organizations that wish to participate in the parade, must complete an online application at juneteenthphilly.org/parade and await approval. There are opportunities for floats to be sponsored. Un-sponsored floats cost \$5,000. Call to learn more.

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