

# **2019** **JUNETEENTH** **PARADE & FESTIVAL**



SPONSORSHIP

OPPORTUNITIES

**BREAKFAST • PARADE • FESTIVAL**

**SATURDAY, JUNE 22, 2019**

**9:00AM - 7:00PM**

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](http://www.juneteenthphilly.org)  
Questions? Call (267)225-3108 or email [info@juneteenthphilly.org](mailto:info@juneteenthphilly.org)

# 2019 JUNETEENTH PARADE & FESTIVAL

## SPONSORSHIP OPPORTUNITIES

SATURDAY, JUNE 22, 2019

### 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 6abc to over 55,000 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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## SPONSORSHIP OPPORTUNITIES

SATURDAY, JUNE 22, 2019

### 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
- 10 second corporate advertisement tagged onto 100 Juneteenth radio plays
- (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 festival in prime location
- 10 second corporate advertisement tagged onto 70 Juneteenth radio plays
- (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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## SPONSORSHIP OPPORTUNITIES

SATURDAY, JUNE 22, 2019

### ECONOMIC EMPOWERMENT SPONSOR \$10,000

- Logo recognition placement on all marketing materials, website, T-shirts and printed materials & Logo placement on stage banners
- Branded Float in parade
- 10 second corporate advertisement tagged onto 50 Juneteenth radio plays
- (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
- 10 second corporate advertisement tagged onto 35 Juneteenth radio plays
- (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
- 10 second corporate advertisement tagged onto 20 Juneteenth radio plays
- (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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SPONSORSHIP OPPORTUNITIES

SATURDAY, JUNE 22, 2019

## TRUSTEE SPONSOR \$2,500

- Logo recognition placement on website
- 10 second corporate advertisement tagged onto 5 Juneteenth radio plays
- 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](http://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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**SATURDAY  
JUNE 22, 2019**

## **SPONSORSHIP & VENDOR OPPORTUNITIES**

### **SPONSORSHIP OPPORTUNITIES**

- Full packages available or visit [JuneteenthPhilly.org/sponsorships](http://JuneteenthPhilly.org/sponsorships)
- Levels range from \$30,000 - \$500

### **RULES FOR VENDING & TABLING**

- Must be set up in park no later than 11AM on June 22, 2019; set up begins at 7AM
- If selling any items, to include any type of merchandise, beverages or food, you must have required permits from city at least 45 days before event. Copies of permits are to be emailed to [info@juneteenthphilly.org](mailto:info@juneteenthphilly.org)
- Responsible for supply your own table, chairs and tents

### **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

### **NONPROFIT RESOURCE TABLE \$75**

- Space for a 10X10 table at Malcolm X Park
- Company name listed on website

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