

2024



FREEDOM FOUGHT • FREEDOM WON



Produced By Pennsylvania Juneteenth Initiative

Largest Juneteenth Celebration in the Nation! Sunday, June 16, 2024



2024 CELEBRATION



@JUNETEENTHPHILA

WWW.JUNETEENTHPHILLY.ORG

PHILADELPHIA

LARGEST JUNETEENTH CELEBRATION IN THE NATION

2024 CELEBRATION WILL BROADCAST ON 6abc
SUNDAY, JUNE 16, 2024

REACH & VISIBILITY

- Thousands of youth, seniors, residents, community organization & families
- **130+** vendors and local businesses grossed more than **\$500,000** in revenues in a single day
- Special televised broadcast by 6abc reached **66,000** people
- Over **2,000** parade participants marched in parade spanning **1.5 miles** long

THOUSANDS IN ATTENDANCE



YOUR IMPACT



SPONSORING JUNETEENTH MEANS...

- 1 Promoting Philadelphia, the birthplace of America, as the destination city** for Juneteenth celebrations across the nation
- 2 Generating tourism dollars** for the region by making Philadelphia the premier attraction for celebrating Juneteenth
- 3 Investing in marginalized communities** and cultural activities that promote unity and economic empowerment
- 4 Creating an epicenter** to exchange ideas regarding effective community organizing

2024 SPONSORSHIP OPPORTUNITIES



Juneteenth Presenting Title Sponsorship \$100,000+

- Title logo and name recognition placement on all marketing materials, website, T-shirts and printed materials "Powered by..."
- Branded Float in Juneteenth Parade
- Opportunity to serve on the Advisory Board for 2024 Juneteenth Celebration
- Prominent logo placement on stage banners & logo placement on event branded t-shirts
- Sponsorship recognition on live radio broadcast during Juneteenth Parade
- 1 X Social Media post - Sponsor recognized as supporter of the Juneteenth Parade
- Sponsorship recognition on Urban 1/Radio One
- (1) VIP 10x10 activation booth or table with tent at Malcolm X Park in prime, high traffic zone
- (10) reserved seats at "Honor The Ancestors" Breakfast
- Opportunity to speak during Juneteenth Parade & Festival
- Sponsorship acknowledgement at the "Honor The Ancestors" Breakfast
- Exclusive day-of branding for social media campaign, "Powered by..." and preferred company hashtag on Juneteenth social media posts day of event #poweredby....
- Opportunity for media interview with a media partner about company participation in Juneteenth event
- **Juneteenth Pennsylvania Pageant Visibility:** Logo visibility at pageant and on pageant promotional materials, full page ad in the Juneteenth Pennsylvania Pageant book, and opportunity to table at event or provide company branded swag to guests

Confirm your sponsorship at info@juneteenthphilly.org

2024 SPONSORSHIP OPPORTUNITIES



Juneteenth Premier Trustee Sponsor **\$50,000+**

- Branded Float in Juneteenth Parade
- Opportunity to serve on the Advisory Board for 2024 Juneteenth Celebration
- Prominent logo placement on stage banners
- Sponsorship recognition on live radio broadcast during Juneteenth Parade
- 1 X Social Media post - Sponsor recognized as supporter of the Juneteenth Parade
- Sponsorship recognition on Urban 1/Radio One
- (1) VIP 10x10 activation booth or table with tent at Malcolm X Park in prime, high traffic zone
- (6) reserved seats at "Honor The Ancestors" Breakfast
- Opportunity to speak during Juneteenth Parade & Festival
- Sponsorship acknowledgement at the "Honor The Ancestors" Breakfast
- Opportunity for media interview with a media partner about company participation in Juneteenth event
- Social media recognition & logo placement on event branded t-shirts
- eNewsletter feature to Juneteenth database
- **Juneteenth Pennsylvania Pageant Visibility:** logo visibility at pageant and on pageant promotional materials, full page ad in the Juneteenth Pennsylvania Pageant book, and opportunity to table at event or provide company branded swag to guests

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2024 SPONSORSHIP OPPORTUNITIES



Juneteenth Freedom Lead Sponsor \$25,000+

- Branded Float in Juneteenth parade
- Opportunity to serve on the Advisory Board for 2024 Juneteenth Celebration
- Prominent logo placement on stage banners
- Sponsorship recognition on live radio broadcast during Juneteenth Parade
- Sponsorship recognition on Urban 1/Radio One
- (1) VIP 10x10 activation booth or table with tent at Malcolm X Park in prime, high traffic zone
- (4) reserved seats at "Honor The Ancestors" Breakfast
- Opportunity to speak during Juneteenth Parade & Festival
- Social media recognition & logo placement on event branded t-shirts
- eNewsletter feature to Juneteenth database
- **Juneteenth Pennsylvania Pageant Visibility:** Logo visibility at pageant and on pageant promotional materials, and Half Page ad in the Juneteenth Pageant Book

Empowerment Partner \$15,000

- Branded Float or branded vehicle in Juneteenth parade
- Logo placement on stage banners
- Sponsorship recognition on Urban 1/Radio One
- (1) VIP 10x10 activation booth or table with tent at Malcolm X Park in prime, high traffic zone
- (2) reserved seats at "Honor The Ancestors" Breakfast
- Opportunity to speak during Juneteenth Parade & Festival
- Social media recognition & logo placement on event branded t-shirts
- eNewsletter feature to Juneteenth database

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2024 SPONSORSHIP OPPORTUNITIES



Marching Forward Sponsor \$10,000

- Opportunity to have a branded vehicle OR group with flag/banner march in parade (must provide own vehicles and signage)
- (1) VIP 10x10 activation booth or table with tent at Malcolm X Park in prime, high traffic zone
- (2) reserved seats at "Honor The Ancestors" Breakfast
- Logo placement on stage banners
- Opportunity to speak during Juneteenth Parade & Festival
- Social media recognition & logo placement on event branded t-shirts
- eNewsletter feature to Juneteenth database

Culture Trustee \$5,000

- Opportunity to have a branded vehicle OR group with flag/banner march in parade (must provide own vehicles and signage)
- Logo placement on stage banners
- (1) VIP 10x10 activation booth or table with tent at Malcolm X Park in prime, high traffic zone
- (2) reserved seats at "Honor The Ancestors" Breakfast
- Opportunity to speak during Juneteenth Parade & Festival
- Social media recognition & logo placement on event branded t-shirts
- eNewsletter feature to Juneteenth database

Juneteenth Friend \$3,000

- (1) VIP 10x10 activation booth or table with tent at Malcolm X Park in prime, high traffic zone
- (2) reserved seats at "Honor The Ancestors" Breakfast
- Logo placement on stage banners
- Social media recognition
- eNewsletter feature to Juneteenth database

Freedom Supporter \$1,500

- (1) 10x10 activation booth or table with tent at Malcolm X Park
- Social media recognition
- eNewsletter highlight to Juneteenth database

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2024 SPONSORSHIP OPPORTUNITIES



2024 Themed Floats Available for Sponsorship

- Juneteenth Float
- Education / HBCU Float
- African American Business Float
- Black Music Month Float
- Honor the Ancestors Float
- Blacks in Medicine Float
- Blacks in Sports Float
- Rock the Vote Float
- West Philadelphia Community Double-Decker Bus

IMPORTANT FLOAT DETAILS: Sponsoring companies with a float benefit must select a themed float. Please be advised that the Pennsylvania Juneteenth Initiative reserves the right to allocate certain groups to your selected float for production purposes. The capacity limit may vary depending on the float selection. For further information, please do not hesitate to contact us. For more details about floats or participation in the parade, please contact Sonni King at sonjaminno@gmail.com.

Confirm your sponsorship at info@juneteenthphilly.org



EXCLUSIVE JUNETEENTH PENNSYLVANIA PAGEANT SPONSORSHIP OPPORTUNITIES



Platinum \$15,000

- Juneteenth Pennsylvania Pageant winner will be available for appearances and for your company advertising campaigns
- Full page ad in the Juneteenth Pennsylvania Pageant book & social media recognition
- Opportunity to table at event or provide company branded swag to guests
- **Juneteenth Parade & Festival Visibility:** Logo on Juneteenth Float, logo placement on stage banners and event branded t-shirts, opportunity to have a branded vehicle or group with flag/banner march in the parade (must provide your own vehicle and signage), (1) VIP 10x10 activation booth or table with a tent at Malcolm X Park in prime, high traffic zone
- (2) reserved seats at "Honor The Ancestors Breakfast"



Diamond \$10,000

- Half page ad in the Juneteenth Pennsylvania Pageant book & social media recognition
- **Juneteenth Parade & Festival Visibility:** Logo placement on stage banners and event branded t-shirts, opportunity to have a group with flag/banner march in the parade (must provide your own signage), (1) VIP 10x10 activation booth or table with a tent at Malcolm X Park
- (2) reserved seats at "Honor The Ancestors Breakfast"



Pearl \$5,000

- Half Page ad in the Juneteenth Pennsylvania Pageant Book & Social media recognition
- **Juneteenth Parade & Festival Visibility:** Logo placement on event branded t-shirts,(1) VIP 10x10 activation booth or table with a tent at Malcolm X Park
- (2) reserved seats at "Honor The Ancestors Breakfast"

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CELEBRATE HISTORY

In 2021, **Juneteenth was signed into law as a Federal holiday** and the Mayor of Philadelphia signed an executive order designating June 19th of every year a holiday for all City employees and shall be treated as such in accordance with the applicable Civil Service regulations and Administrative Board rules.

Juneteenth is the **oldest nationally celebrated commemoration of the ending of slavery in the United States**. Juneteenth is the only holiday that commemorates the abolition of slavery; more specifically the emancipation of enslaved Africans throughout the United States of America.

On Wednesday, June 19, 2019, Governor Tom Wolf signed legislation designating June 19th as Juneteenth National Freedom Day in Pennsylvania. Pennsylvania and Philadelphia were among the first to recognize Juneteenth as a city and state holiday.



CELEBRATING JUNETEENTH IN 2024



Miss Pennsylvania Juneteenth Pageant

Saturday, June 8

6PM - 9PM

Location TBD

Juneteenth "Honor The Ancestors Breakfast"

Friday, June 14

9AM - 11AM

Belmont Mansion

Juneteenth Parade

Sunday, June 16

12:30 - 2:30

52nd Street

Juneteenth Marketplace & Art in the Park

Sunday, June 16

10AM - 8PM

Malcolm X Park

Youth Pavillion

Sunday, June 16

2PM - 7PM

Playground Area in Malcolm X Park
(52nd Street Side of Park)

Juneteenth Music Festival

Sunday, June 16

3PM - 7PM

52nd Street

(Between Pine & Larchwood)

2023 PARTNERS & SPONSORS



Pennsylvania Juneteenth Initiative Team; Felicia D. Williams, Principal of HiTouch Enterprises, Sonni King, Helen Salahuddin, and Gary Shepherd, President of 3rd Floor Media (left to right).

