

# 2026

# *Celebrating*

## THE LARGEST JUNETEENTH CELEBRATION IN THE NATION

PRODUCED BY  
PENNSYLVANIA JUNETEENTH INITIATIVE



Philadelphia Juneteenth Parade & Festival



FREEDOM FOUGHT • FREEDOM WON

# SUNDAY, JUNE 21, 2026

**paji** PENNSYLVANIA  
JUNETEENTH  
INITIATIVE



@JUNETEENTHPHILA

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# REACH & VISIBILITY



## LARGEST JUNETEENTH CELEBRATION IN THE NATION

- Over 30,000 youth, seniors, residents, community organizations & families
- 250+ vendors and local businesses grossed more than **\$500,000** in revenues in a single day
- Special televised broadcast on 6abc reached **45,000** people
- Over **2,000** parade participants marched in the parade spanning **1.5 miles** long
- Dedicated email list of 5,000+ engaged subscribers
- Over 5,000 followers on social media platforms

## THOUSANDS IN ATTENDANCE

**2,000+**  
Parade Participants

**250+**  
Vendors

**45,000+**  
Reached on 6abc Broadcast

Freedom Fought  
PAJl and PHL250 Semiquincentennial Celebration



Freedom Won

# YOUR IMPACT



## SPONSORING JUNETEENTH MEANS...

- 1** Promoting Philadelphia, the birthplace of America, as the destination city for Juneteenth celebrations
- 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



# PENNSYLVANIA JUNETEENTH SCHOLARSHIP PAGEANT



**SATURDAY, JUNE 6 | 2PM - 5PM  
KROC CENTER OF PHILADELPHIA**

- **Featuring young women and men ages 7 -18**
- **Title winners and runners-up will represent the Philadelphia Juneteenth Parade & Festival**



On Saturday, June 6, 2026 at the Kroc Center of Philadelphia, young women and men ages 7-18 from Pennsylvania will have the opportunity to compete for the Pennsylvania Juneteenth title. The pageant is held in conjunction with the Philadelphia Juneteenth Parade & Festival, produced by the Pennsylvania Juneteenth Initiative (PAJI). Title winners and runners-up will represent the Philadelphia Juneteenth Parade & Festival by participating in community service events in Pennsylvania and will be featured in the Philadelphia Juneteenth Parade & Festival.

The 2026 Pennsylvania Juneteenth Scholarship Pageant presents a wonderful opportunity to honor, celebrate, and amplify the Juneteenth legacy, highlighting our shared histories across our nation. The pageant's mission is to promote awareness and confidence among African American young people while producing positive role models for the community; to develop young people that will promote self-confidence, self-worth, moral, academic and social support for men, women and our youth; and to publicly recognize men, women and our youth who have obtained personal, professional and community achievements.

The Pennsylvania Juneteenth Initiative uses our platform to educate, encourage, and empower young people to be the best version of themselves in every area of life.



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**PAJI and PHL250 Semiquincentennial Celebration**

# HONOR THE ANCESTORS BREAKFAST

THURSDAY, JUNE 18, 2026 | 8:30AM - 10:30AM  
THE HISTORIC BELMONT MANSION

The Juneteenth Honor the Ancestors Breakfast serves as the official welcome to Juneteenth weekend, bringing together our most valued sponsors, community leaders, and supporters.

Held at the historic Belmont Mansion, this invitation-only gathering sets the tone for the weekend with meaningful conversation, cultural reflection, and community connection.

Together, we pay tribute to the legacy of those who came before us – individuals whose resilience and sacrifice laid the groundwork for progress and justice. Through music, storytelling, and shared fellowship, we honor their contributions and recommit to building a stronger future. This invitation-only occasion features a curated breakfast and program highlighting the importance of legacy, leadership, and collective impact in shaping the cultural and civic life of our city.

***This is an invitation-only event. Tickets are included with select sponsorship levels.***



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LIVE

**BROADCAST  
LIVE ON 6abc**



# JUNETEENTH PARADE

**SUNDAY, JUNE 21, 2026**

**12:30 PM - 2:00 PM**

The Philadelphia Juneteenth Parade & Festival stands as one of the largest and most distinguished celebrations of freedom, heritage, and community in the nation. The day kicks off at 12:30 PM with a 1.5-mile parade down 52nd Street, featuring marching bands, dance ensembles, decorative floats, and more than 2,000 participants, concluding at 52nd and Pine in West Philadelphia Malcolm X Park for a citywide celebration.



## 2026 THEMED FLOATS AVAILABLE FOR SPONSORSHIP

- Service & Sacrifice
- Black Music Month (PHL Artists)
- Youth & Promise
- Civic Engagement (Rock The Vote)
- Black Businesses
- Education (HBCU)
- Destination (Historic & Cultural Spaces)
- Healthy Communities
- Experience Juneteenth



### 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 performance 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](mailto:sonjaminno@gmail.com).**



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# JUNETEENTH FESTIVAL

**SUNDAY, JUNE 21, 2026**

**12:00 - 8:00 PM**

**MALCOLM X PARK**

The Philadelphia Juneteenth festival invites the community to gather in the spirit of unity, honoring Juneteenth's legacy through music, education, culture, and collective pride. Free and open to all, it celebrates history while fostering empowerment, connection, and continued progress across generations.



**FREE & OPEN  
TO THE PUBLIC**

**250+ Vendors**  
featuring food, art,  
& local businesses



## FESTIVAL ATTRACTIONS & ACTIVITIES

- Youth Pavilion
- Health and Wellness zone
- Live Music & Performances
- Rolling Museum Car Show
- Vendor Marketplace
- Food Truck Row

**Sponsorship Opportunities Available**  
See pages 9-12 for more information





# MAXIMIZE YOUR BRAND VISIBILITY WITH EXCLUSIVE SPONSORSHIP OPPORTUNITIES

## MUHAMMAD ALI WAY STAGE SPONSOR (MAIN STAGE) - \$100,000

**The central entertainment stage, the heart of the festival's musical and dance performances.**

- Prominent Logo placement on the main stage on dedicated signage to highlight sponsorship
- Opportunity to speak from the festival stage to promote partnership with Juneteenth
- Shout-outs from the emcee throughout the performances
- Backstage passes and access to the VIP lounge for 6 guests
- Interview on live radio or podcast broadcast during Juneteenth Parade
- Includes all basic sponsor benefits

## PRESENTING JUNETEENTH SCHOLARSHIP PAGEANT SPONSOR- \$50,000

**On Saturday, June 6, 2026 at the Croc Center, young women and men ages 7-18, from Pennsylvania will have the opportunity to compete for the Pennsylvania Juneteenth title.**

- Presenting sponsor visibility for the pageant and the opportunity to speak at the Juneteenth Scholarship Pageant
- (10) tickets to Juneteenth Scholarship Pageant
- Backstage passes and access to the VIP lounge for 6 guests
- Interview on live radio or podcast broadcast during Juneteenth Parade
- (2) reserved seats at "Honor The Ancestors" Breakfast
- Includes all basic sponsor benefits

## HEALTH & WELLNESS ZONE SPONSOR - \$30,000

**A dedicated area promoting health, fitness, and wellness with activities such as health screenings, fitness demonstrations, yoga sessions, and informational booths.**

- Prominent branding and signage at the entrance and throughout the Health & Wellness Fair area
- Opportunity to speak from the festival stage to promote partnership with Juneteenth
- Opportunity to host a branded fitness or wellness session (e.g., yoga class, Zumba, health talk)
- Option to distribute branded health and wellness products (e.g., water bottles, fitness towels, hand sanitizers)
- Includes all basic sponsor benefits plus up to (6) additional tabling spaces in Health and Wellness Zone

# MAXIMIZE YOUR BRAND VISIBILITY WITH EXCLUSIVE SPONSORSHIP OPPORTUNITIES

## YOUTH EMPOWERMENT ZONES SPONSOR - \$20,000

**Spaces dedicated to fun and educational activities for kids and teens, including games, workshops, and entertainment.**

- Prominent logo visibility on all pavilion signage
- Option to provide/sponsorship of branded activity or materials for a youth activity
- Acknowledgment as the Youth Pavilion sponsor in festival programs and social media
- Opportunity to speak from the festival stage to promote partnership with Juneteenth
- Inclusion in all marketing materials as the "Youth Empowerment Zones Powered by [Sponsor]"
- Includes all basic sponsor benefits

## CULTURAL ARTS ZONE SPONSOR - \$20,000

**The Cultural Arts Zone will be a vibrant space featuring local artists, dancers, musicians, and live demonstrations. It's a hub of creativity and cultural expression.**

- Prominent branding and signage throughout the Cultural Arts Zone
- Opportunity to have branded arts and crafts materials for attendees
- Announcements recognizing the sponsor before each performance or activity in the zone
- Opportunity to speak from the festival stage to promote partnership with Juneteenth
- Inclusion in all marketing materials as the "Cultural Arts Zone Powered by [Sponsor]"
- Includes all basic sponsor benefits

## ROLLING MUSEUM (CAR SHOW) SPONSOR - \$15,000

**The Rolling Museum features classic cars, providing an engaging experience for attendees of all ages.**

- Sponsor's name/logo on banners and signage around the car show area
- Opportunity to have a branded vehicle on display
- Opportunity to speak from (1) festival stage to promote partnership with Juneteenth
- Shout-out announcements throughout the car show
- Inclusion in all marketing materials as the "Rolling Museum Powered by [Sponsor]"
- Includes all basic sponsor benefits



# 2026 SPONSORSHIP OPPORTUNITIES



## **Juneteenth Presenting Sponsor \$100,000 +**

- All premier trustee sponsor benefits plus
- Speaking opportunity at all 2026 Juneteenth events
- Prominent logo placement on all Juneteenth promotional materials
- Interview on live radio or podcast broadcast during Juneteenth Parade

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

- All basic sponsor benefits plus premium logo placement on festival stage banners
- Exclusive Branded Float in Juneteenth parade
- Opportunity to serve on the PAJI Advisory Board for the 2026 Juneteenth Celebration
- Sponsorship recognition on live radio or podcast broadcast during the Juneteenth Parade
- Sponsorship recognition/mentions on Urban One/Radio One
- Sponsorship recognition/mentions during the 6abc live parade broadcast
- Access to the festival VIP lounge for (4) guests
- Table of 10 at "Honor The Ancestors" Breakfast
- (10) tickets to Juneteenth Scholarship Pageant
- **(BONUS) Juneteenth Pennsylvania Scholarship Pageant Visibility:** Logo visibility at pageant, speaking opportunity, tabling opportunity, and full page advertisement in the Juneteenth Pageant Book

## **Juneteenth Freedom Lead Sponsor \$20,000 +**

- All basic sponsor benefits plus logo placement on festival stage banners
- Exclusive Branded Float in Juneteenth parade
- Sponsorship recognition on live radio or podcast broadcast during the Juneteenth Parade
- Sponsorship recognition/mentions on Urban One/Radio One
- Access to the festival VIP lounge for (2) guests
- (4) reserved seats at "Honor The Ancestors" Breakfast
- (4) tickets to Juneteenth Scholarship Pageant
- **(BONUS) Juneteenth Pennsylvania Scholarship Pageant Visibility:** Logo visibility at the pageant and a half-page advertisement in the Juneteenth Pageant Book

# 2026 SPONSORSHIP OPPORTUNITIES



## **Empowerment Partner \$15,000**

- All basic sponsor benefits plus logo placement on festival stage banners
- Opportunity to have a co-branded float or branded vehicle OR group with flag/banner march in parade (must provide own vehicles and signage; float to be shared with another sponsor and will provide room for at least 5 individuals from your team)
- Access to the festival VIP lounge for (2) guests
- (2) reserved seats at "Honor The Ancestors" Breakfast
- (2) tickets to Juneteenth Scholarship Pageant

## **Marching Forward Sponsor \$10,000**

- All basic sponsor benefits plus logo placement on festival stage banners
- Opportunity to have a branded vehicle OR group with flag/banner march in parade (must provide own vehicles and signage)
- (2) reserved seats at "Honor The Ancestors" Breakfast
- (2) tickets to Juneteenth Scholarship Pageant

## **Culture Trustee \$5,000**

- All basic sponsor benefits plus logo placement on festival stage banners
- Opportunity to have a group with a flag/banner march in parade (must provide own signage)
- (2) reserved seats at "Honor The Ancestors" Breakfast

## **Juneteenth Friend \$3,000**

- All basic sponsor benefits plus logo placement on the festival stage banners

## **Freedom Supporter \$1,500**

- All basic sponsor benefits

### **ALL SPONSORSHIPS INCLUDE:**

- Space for (1) 10x10 activation or tabling opportunity at Malcolm X Park (space only; setup materials, tables, tents, chairs, etc. must be provided by sponsor )
- Social media recognition
- eNewsletter mentions to the Juneteenth database

# EXCLUSIVE JUNETEENTH PENNSYLVANIA PAGEANT SPONSORSHIP OPPORTUNITIES

## Crown Sponsor \$15,000

- Company "special mentions" throughout promotional campaign on social media, email marketing, and other digital media
- Logo visibility on the event website, all marketing and event materials
- Repeated mention and acknowledgment during the event from on-stage host
- Space for promotional tabling in the lobby during the event
- Full-color, full-page advertisement in pageant program book
- (2) reserved seats at "Honor The Ancestors" Breakfast
- (6) tickets to the Juneteenth Scholarship Pageant



## Heritage Sponsor \$10,000

- Logo visibility on the event website, all marketing and event materials
- Space for promotional tabling in the lobby during the event
- Full-color, full-page advertisement in pageant program book
- (2) reserved seats at "Honor The Ancestors" Breakfast
- (4) tickets to the Juneteenth Scholarship Pageant



## Trophy Sponsor \$5,000

- Logo visibility on the event website, all marketing and event materials
- Space for promotional tabling in the lobby during event
- Full-color, half-page advertisement in pageant program book
- (4) tickets to the Juneteenth Scholarship Pageant



## Unity Sponsor \$2,000

- Logo visibility on the event website, all marketing and event materials
- Space for promotional tabling in the lobby during event
- Full-color, half-page advertisement in pageant program book
- (2) tickets to Juneteenth Scholarship Pageant

## Gift Sponsorships (In-kind gifts and services)

We are currently seeking gift sponsors to provide items for all pageant participants. Gift sponsors will receive sponsorship visibility equivalent to the retail value of their contribution.

## Full Page Ad Only \$1,000

## Vendor Table Only \$250

Space for promotional tabling in the lobby during the event

# 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.

*Governor Tom Wolf signing the legislation declaring Juneteenth National Freedom Day a holiday in Pennsylvania, recognizing the end of slavery. Photo Credit: Third Floor Media.*



# 2025 PARTNERS & SPONSORS



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