



FRESNO

Juneteenth

CELEBRATION

**RECLAIMING
OUR TIME**

JUNE 16, 2018

*"Our lives begin to end the day we
become silent to things that matter.*

- Martin Luther King Jr."



FRANK H. BALL PARK

760 Mayor Ave Fresno, California

12:00 PM TO 8:00PM

KICK OFF PARADE 10AM

FOODMAXX SHOPPING CENTER FRESNO & B STREET

FRESNOJUNETEENTH.COM | CALL 1-877-278-8330

The logo for Fresno Juneteenth Freedom Day features a stylized, multi-colored arc (yellow, green, red, blue) on the left. To the right, the word "Fresno" is in a small, black, sans-serif font. Below it, "Juneteenth" is written in a large, bold, black, sans-serif font. At the bottom, "FREEDOM DAY" is written in a bold, yellow, sans-serif font with a black outline.

Dear Community Business Partner,

The Fresno Juneteenth Collaborative Committee is excited to announce its Annual 2018 Juneteenth Celebration! This year's theme is "RECLAIMING OUR TIME". The two-day event will serve to recognize the importance of achieving your goals and desires. Dare to dream bigger than you can imagine, and then work to achieve it.

As you may know, Juneteenth is the African American's addendum to Independence Day. It is a nationally recognized and celebrated holiday which commemorates the notification of the Emancipation Proclamation to Galveston, Texas on June 19, 1865 in which the Fresno community has been celebrating this historical moment for over 30 years.

On Saturday, June 16, 2018, the Fresno Juneteenth Collaborative Committee will host the Annual Juneteenth Celebration at Frank H Ball Park located at 760 Mayor Ave, Fresno, CA 93706, from 12pm to 8pm. Juneteenth will be a celebration of African-American culture, heritage and pride. This year's one day observance is expected to attract over 10,000 community members, adults, and children who will enjoy the weekend festivities which include a parade, local performances, inspirational speakers, workshops. In addition, there will be a variety of food that represents the African American culture, games and entertainment to satisfy all age groups.

Thank you in advance for your support and partnership.

Sincerely,

Janice Sumler
Executive Director



Event Locations:
Saturday, June 16, 2018 Frank H. Ball Park - 760 Mayor Ave., Fresno, CA 93706
For more information Contact: J. Sumler 1-877-278-8330
FJCC located at 1802 E. California Ave. Fresno, CA 93706



African American Demographics

In Fresno, the African American's purchasing power in 2010 was estimated at more than 2.5 billion dollars. Black families are younger and tend to have more children than the general market.

The African American index is higher than whites in the following categories:

Apparel and accessories for men, women, boys, girls & infants, entertainment, appliances, beverages, consumer electronics, food, gifts, household furnishing and equipment, cable television, personal and professional child care, personal care products and services, telephone services, etc.



Almost 50 percent of African Americans are homeowners and they represent one-third of all households with incomes over 100,000 dollars.

While advertising expenditures shrink in the general market, they're growing within the African American markets, while mainstream media consolidates, and ethnic media is expanding.

What better way to reach the African American community than by supporting one of the largest African American events in Fresno and getting some of the spending dollars into your company.



Event Locations:

Saturday, June 16, 2018 Frank H. Ball Park - 760 Mayor Ave., Fresno, CA 93706

For more information Contact: J. Sumler 1-877-278-8330

FJCC located at 1802 E. California Ave. Fresno, CA 93706



Gold Sponsor

\$5,000

Title Billing

2018 Fresno Juneteenth Celebration, presented by "Your Company Name" on the website, all event marketing materials and during all media interviews

Home Page Top Banner Placement with Title Billing on Juneteenth Website

Top Banner 2018 Fresno Juneteenth Celebration, presented by "Your Company Name" with logo and link to your company webpage on our Facebook, Twitter, LinkedIn and website Fresnojuneteenth.com

Homepage Logo Placement

12 month logo placement on fresnojuneteenth.com website

10 Minute Presentation

Opportunity for Sponsor to give a 10 minute presentation during the celebration on Saturday, June 16th Celebration

Advertising and Marketing

"Your Company Name" will be announced every hour by celebrity guests and entertainment.

Premier Booth Display

Sponsor may display products or information during the Saturday, June 16th Celebration

Sponsor Logo Placement on Over 10,000 Handouts/Flyers/Brochures

Podium Recognition and Signage

Signage at all Juneteenth-related events. Signage must be provided by sponsor.



Event Locations:

Saturday, June 16, 2018 Frank H. Ball Park - 760 Mayor Ave., Fresno, CA 93706

For more information Contact: J. Sumler 1-877-278-8330

FJCC located at 1802 E. California Ave. Fresno, CA 93706



Silver Sponsor

\$2,500

Homepage Logo Placement

12 month logo placement on Fresnojuneteenth.com website

Premier Booth Display

Sponsor may display products or information during the Saturday, June 16th Celebration

Sponsor Logo Placement on Over 10,000 Handout/Flyers/Brochures

Podium Recognition

Recognition announcement at all Juneteenth-related events

Sponsor Presentation and five (5) Minute Speaking Opportunity on Celebration Stage

Bronze Sponsor

\$1,500

Homepage Logo Placement

12 month logo placement on Fresnojuneteenth.com website

Choice Display

Sponsor may display products or information during the Saturday, June 16th Celebration

Sponsor Logo Placement on Over 10,000 Handouts/Flyers/Brochures

Podium Recognition

Sponsor will be announced every hour

Sponsor Presentation and Two (2) Minute Speaking Opportunity on Celebration Stage

Event Locations:

Saturday, June 16, 2018 Frank H. Ball Park - 760 Mayor Ave., Fresno, CA 93706

For more information Contact: J. Sumler 1-877-278-8330

FJCC located at 1802 E. California Ave. Fresno, CA 93706

Fresno Juneteenth FREEDOM DAY

Supporter

\$500

Homepage Website Logo Placement

12 month logo placement on Fresnojuneteenth.com website

Podium Recognition

Sponsor will be announced during the events.

Must fill out application and submit to:

The Fresno Juneteenth Collaborative Committee, no later than April 27, 2018.



Event Locations:

Saturday, June 16, 2018 Frank H. Ball Park - 760 Mayor Ave., Fresno, CA 93706

For more information Contact: J. Sumler 1-877-278-8330

FJCC located at 1802 E. California Ave. Fresno, CA 93706



Sponsorship Application

Sponsor Name: _____ Date: _____

Contact: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Number: _____

Email Address: _____

Check Your Sponsorship Level:

Gold \$5,000 Silver \$2,500 Bronze \$1,500 Supporter - \$500

THIS IS YOUR INVOICE

The above organization or individual agrees to make a contribution in the total of \$_____ on or before April 27, 2018 via check or credit card. Make all checks payable to: Take A Stand Committee (Fiscal agent).
1802 E. California, Fresno, CA 93706. Attn. Janice Sumler

If your organization requires additional information to process your payment, please contact the Fresno Juneteenth Collaborative at 1-877-278-8330 or email info@juneteenth.com

Signature of Authorized Representative: _____ Title: _____

For Office Use Only
Date Received: _____ Check #: _____ CC: _____ Rec'd by: _____

Event Locations:
Saturday, June 16, 2018 Frank H. Ball Park - 760 Mayor Ave., Fresno, CA 93706
For more information Contact: J. Sumler 1-877-278-8330
FJCC located at 1802 E. California Ave. Fresno, CA 93706