



FRESNO *Juneteenth* FESTIVAL

June 13-19, 2024

"Forging a Legacy of shared prosperity,
justice, and cultural harmony."

SPONSORSHIP PACKAGE



"Forging a Legacy of shared prosperity,
justice, and cultural harmony."



Dear Community Business Partner,

The Fresno Juneteenth Collaborative (FJC) is hosting the 2024 ANNUAL JUNETEENTH FESTIVAL from June 13-19, 2024. This year's theme is "Forging a Legacy of shared Prosperity, Justice, and Cultural Harmony." We invite you to partner with us to further America's creed of freedom for all of its citizens, as well as the right and privilege to pursue excellence. Your sponsorship furthers our united efforts to teach and exemplify the idea of a "One Fresno".

The National Holiday is celebrated by Faith Based Organizations, Corporate America, Community Based and Grassroots organizations, and of course National, State and Local governmental entities. We anticipate another record year attendance of over 8,000. This year's five day celebration will have great food, educational presentations, cultural dances, historical speeches and fashion.

Along with your participation we will have over 90 unique vendors on site to exhibit diverse products and services. Beginning on June 13, 2024 this year's observance will give you the opportunity to reach an audience of community members, adults and children, church, groups and agencies. We will celebrate with activities throughout Fresno and the weekend events will be held at the Fresno Convention Center's Valdez Hall. The Juneteenth Festival will conclude on Wednesday, June 19 at Fresno City Hall with a flag raising ceremony.

Thank you in advance for your support and partnership.

Sincerely,

A handwritten signature in black ink, appearing to read "Janice Sumler".

Janice Sumler, CEO I
Fresno Juneteenth Collaborative



Market your brand at the Largest African American Event in Central California

We are gearing up to host more than 8,000 attendees at the annual Fresno Juneteenth Festival in downtown Fresno. Our goal is to insure your involvement will reach consumers before, during, and after the 5 day celebration. According to Nielsens Ratings, African Americans are 47.8 million strong and a buying power that's on par with many countries' gross domestic products.

The Juneteenth Celebration has experienced positive growth year after year, attracting thousands of consumers from across the San Joaquin Valley and beyond. As we continue to attract African American consumers in search of products and services that support their communities, we know that your company is a good fit.

Business owners have already discovered becoming an exhibitor at the Juneteenth Festival is an easy and affordable way to reach thousands of consumers. African Americans outspend every other group in areas that include, health, image, technology, and personal care. Now is your chance to take advantage of this tremendous opportunity and tap into the spending habits and power of the African American consumer.

This incredible opportunity will allow you to:

- 1.) Generate on-the-spot revenue through direct sales to thousands of attendees.
- 2.) Build a follow-up database for ongoing business success.
- 3.) Expose consumers to your products, services and information.
- 4.) Increase client/customer relationships and build long lasting connections.
- 5.) Market your brand through face to face interaction.

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THE POWER OF BLACK DOLLARS

Categories where the percentage of Black spending is greater in proportion to their population (14%)



CATEGORY	BLACK SPEND	TOTAL SPEND	% OF TOTAL SPEND ATTRIBUTABLE TO BLACK CONSUMERS
Black Hair & Beauty Aids	54.4M	63.5M	85.65%
Women's Fragrances	152M	679.4M	22.37%
Feminine Hygiene	54.1M	257.3M	21.04%
Men's Toiletries	62M	308.3M	20.10%
Personal Soap & Bath needs	573.6M	3.04B	18.89%
Frozen Unprepared Meat & Seafood	761.7M	4.3B	17.75%
Refrigerated Juices & Drinks	578.2M	3.3B	17.51%
Shelf-Stable Juices & Drinks	1.04M	6.2B	16.66%
Spices, Seasoning & Extracts	430.2M	2.7B	16.13%
Bottled Water	810.3M	5.15B	15.74%
Insecticides & Repellents	176.6M	1.14B	15.49%
Gum	122.8M	807.7M	15.20%
Household Cleaners	407.8M	2.7B	14.89%
Detergents	829.8M	5.6B	14.83%
Cookware	136.8M	934.5M	14.64%
Charcoal, Logs, Accessories.	43.5M	300.5M	14.48%

SPONSORSHIP APPLICATION

TITLE - SILVER - BRONZE - COMMUNITY

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Valdez Hall
Convention & Visitors Center

"Black consumers are speaking directly to brands in unprecedented ways and achieving headline-making results. Popular brands witnessed the power of Black Twitter and the brand impact of socially conscious Black consumers. Through social media, Black consumers have brokered a seat at the table and are demanding that brands and marketers speak to them in ways that resonate culturally and experientially-if these brands want their business. And with African Americans spending \$1.2 trillion annually, brands have a lot to lose."

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Media Impressions: 250,000, Facebook, Twitter, Instagram, TikTok, Website, Print, Email

Title Sponsor - \$20,000

Fresno Juneteenth Festival 2024 presented by "**Your Company Name**" on the website, all event marketing materials and during all media interviews.

(2) 10x10 Event Booth

Print: 75,000 printed 5x7 Flyers/12x18 Posters/Mailers distributed throughout Central California **as well as to over 50 Predominantly African-American churches.** Your Company Logo on front of Juneteenth Festival t-shirts, banners, and signage. "**Your Company Logo**" will be listed as the event sponsor.

City Hall: Banner hung during flag raising ceremony at Fresno City Hall on National Juneteenth Holiday Ceremony.

Website: Listed as Title sponsor on Fresno Juneteenth website "**Your Company Name**" with logo and link to your company (webpage, Facebook, Twitter, LinkedIn)
10 Minute Presentation Opportunity for you to give a presentation during the program on Saturday and Sunday.

Radio & T.V.: "**Your Company Name**" will be named as sponsor on all t.v. interviews, radio, and all media ads.

Branding at event: Large Banner displayed at main stage, 5 small banners hung inside festival, full page ad on back cover of event magazine/program, opening ceremony and hourly podium recognition during the Saturday and Sunday Celebration as well as at flag raising ceremony at City Hall.



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Gold Sponsor - \$10,000

(1) 10x10 Event booth

Print: 50,000 printed 5x7 flyers distributed throughout Central California **as well as to over 50 Predominantly African-American churches.** Your Company Logo as Gold Sponsor on the back of Juneteenth Festival t-shirts, banners, and day of event signage.

Website: Listed as Gold Sponsor on Fresno Juneteenth website "**Your Company Name**" with logo. 5 Minute Presentation Opportunity for you to give a presentation during the festival on Saturday and Sunday.

Radio & T.V.: "**Your Company Name**" will be named as Gold sponsor on all t.v. appearances and all social media ads.

Branding at event: Banner displayed in 4 locations inside the festival, full page ad on inside back cover of event magazine/program, opening ceremony podium recognition during the Saturday and Sunday Celebration.

Silver Sponsor - \$5,000

(1) 10x10 Event booth

Print: 25,000 printed Flyers/Posters/Mailers
Your Company Logo as Silver Sponsor on the back of Juneteenth Festival t-shirts, banners, and day of event signage.

Website:
Listed as Silver Sponsor on Fresno Juneteenth website "**Your Company Name**" with logo.

Radio & T.V.:
"**Your Company Logo**" will be named displayed on all media ads.

Branding at event:
Small banner displayed at in 4 locations inside the festival, half page inside event magazine/program, opening ceremony podium recognition during the Saturday

Community Sponsor- \$2,500

*Your Logo or name placed on
FresnoJuneteenth.com.*

Your Logo or name on event program.

*Podium Recognition: Announced during
the Saturday & Sunday event.*

*Please complete out application and
submit to:
The Fresno Juneteenth Collaborative
no later than April 30, 2024*

**Please contact us if you have any
questions. (559) 375-1880*

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Sponsor Name: _____ Date: _____

Contact: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Number: _____

Email Address: _____

Check Your Sponsorship Level:

☐ Title \$20,000 ☐ Gold \$10,000 ☐ Silver \$5,000 ☐ Community \$2,500

THIS IS YOUR INVOICE

The above organization or individual agrees to make a contribution in the total of \$ _____ on
or before April 30, 2024 via check or credit card. Make all checks payable to:

Take A Stand
Attn: Janice Sumler
4974 E. Clinton Way
Fresno, Ca 93727

If your organization requires additional information to process your payment, please contact the Fresno Juneteenth Collaborative at 559-375-1880 or email fresnojuneteenth@gmail.com

Signature of Authorized
Representative: _____

Title: _____

For Office Use Only

Date Received: _____ Check #: _____ CC: _____ Rec'd by: _____

***A 4% fee will be charged for credit card processing**

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"A Parade in Galveston, Tx 1865 After General Granger announce the
freedom of the Africans being enslaved in America"

