



June 19th - 22nd, 2025

"Freedom Amplified"

VENDOR PACKAGE



1600 Fulton St., Fresno, CA 93721 • 559-402-3494
info@thefreedomgroups.org • www.fresnojuneteenth.com

"Freedom Amplified"



June 19th - 22nd, 2025

Valdez Hall
Convention & Visitors Center

Dear Vendor,

On behalf of The Freedom Groups, I am honored to invite you to partner with us as a vendor for "The Juneteenth Experience 2025", taking place June 19-22, 2025, in Fresno, CA. This year's theme, "Freedom Amplified," will be celebrated with activities and workshops throughout Fresno, culminating in a weekend of events at the Fresno Convention Center's Valdez Hall. It embodies our mission to educate, celebrate, and empower our community while fostering unity through cultural recognition and economic development.

The Juneteenth Experience is a powerful platform dedicated to highlighting African American history, culture, and achievement. Our vision is to support and uplift communities through education, health services, and economic empowerment, particularly in underserved areas. By providing educational programs, historical workshops, and interactive exhibits, we bring history to life and cultivate a deeper understanding of freedom's journey.

This year, along with your participation, we are proud to host over 90 unique vendors, showcasing a diverse array of products and services. With an anticipated attendance of 10,000+ visitors, vendorship provides a unique opportunity to gain visibility and engage with a broad audience over the course of four days of events and programs.

Your vendorship will directly support:

Educational Initiatives – Financial literacy workshops, career and college recruitment, storytelling sessions, and historical exhibits highlighting the impact of Juneteenth.

Youth Empowerment Programs – Scholarships, mentorships, and leadership development opportunities for young people.

Community Engagement – Strategic partnerships with local businesses, schools, and civic organizations to strengthen economic empowerment efforts.

Through vendorship, your organization will not only be championing cultural preservation and education but also helping to exemplify the vision of "One Fresno"—a unified and thriving community.

We welcome the opportunity to discuss how your support can make a lasting impact and align with your corporate social responsibility initiatives. Enclosed, please find our sponsorship packet detailing various levels of partnership opportunities.

Thank you for considering this impactful opportunity. I look forward to connecting soon and exploring how we can amplify freedom together at the Juneteenth Experience 2025. Please feel free to reach out at your earliest convenience.

Warm regards,

Landon Green
President, The Freedom Groups
Landon@TheFreedomGroups.org
559-402-3494
TheFreedomGroups.org





VENDOR APPLICATION

The Juneteenth Experience 2025

June 19th - 22nd, 2025

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The undersigned hereby applies for space in the 2025 Juneteenth Experience and agrees to be bound by the Terms and Conditions listed on the attached page.

REGISTRATION INFORMATION

Company Name: _____

Mailing Address: _____

City: _____

Phone: _____ Cell: _____

E-mail _____ Website: _____

Contact Name: _____ Owner: _____

Product/Service to be sold: _____

BUSINESS TYPE

- Sole Proprietor
 College/University
 Corporation
 Small Business
 Government Agency
 Community Organization
 Food Vendor

BOOTH COST AND ADVERTISING COST

	Size	1 Day	2 Day	3 Day	Quantity	Ad Space in Magazine	Total Cost	Ad Space for Juneteenth Magazine
Corporate	10'x10'	\$550	\$1,000	\$1,400				\$75 Patron (Name Listed)
Government Agencies	10'x10'	\$550	\$1,000	\$1,400				\$250 Business Card
College/University	10'x10'	\$450	\$800	\$1,200				\$400 Quarter Page
Small Business	10'x10'	\$350	\$600	\$800				\$750 Half Page
Community Organization	10'x10'	\$250	\$400	\$550				\$1,200 Full Page
Food Vendor	10'x10'	\$650	\$1,200	\$1,600				
								<i>Ads and Business Cards are to be camera ready</i>

ALL BOOTH PURCHASES ARE FINAL, NON-TRANSFERABLE AND NON-REFUNDABLE. Make cashiers checks and money orders payable to **THE FRESNO METRO BLACK CHAMBER**. All Booth Rentals are based on **"First Come, First Served"**. Full payment is due on or before April 30, 2025.

To reserve a booth(s), send this completed vendor application to:
THE FREEDOM GROUPS 1600 Fulton Street, Fresno, CA 93721

Exhibitor's Signature	Print Name	Date	OFFICE
FOR OFFICE USE ONLY: To be signed when application is accepted, The Freedom Groups			
Signature	Title	Date	Booth: _____ Date: _____ Approved: <input type="checkbox"/> Denied: <input type="checkbox"/>

JUNETEENTH VENDOR APPLICATION



This agreement is written to confirm booth space reservations for the company listed below.

We are signing up for a booth Check all that apply:

- Friday, June 20 - African American Museum
- Saturday, June 21 - Fresno Convention Canter, Valdez Hall
- Sunday, June 22 - West Fresno Center, Community College

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Method of Payment: () Cashiers Check/Money Order () Visa () Master card () Other: _____

Card# _____ **Exp. Date** ____/____ **Print Name** _____

Print Name on Card _____ **Charge Auth. Signature** _____ **3-digit** _____

Company Name: _____

AS AN EXHIBITOR PARTICIPATING IN THE EVENT, I/WE AGREE TO ADHERE TO THE FOLLOWING:

1. Festival times are to be observed as outlined by organizers.
2. Vendors are responsible for the security of their property.
3. Every effort will be made to place vendors in their desired location, however spaces will assigned on a 1st come 1st served basis.
4. No subleasing of booth or sharing booth with any other person.
5. There is NO MUSIC played in any form, from any booth unless you are an authorized music company or D.J. service. (ONLY AT YOUR BOOTH AND HAVE PRIOR AUTHORIZATION)
6. No helium tanks will be allowed.
7. No flyers or other forms of informational materials can be passed out at the exhibit hall entrance. (It is against fire code regulations).
8. The burning of incense or use of any other lighted materials in or near the booths is strictly prohibited.
9. Booths must be visible with no side poles and no side drapes blocking the view. Vendors displays must remain inside the booth dimensions.
10. There will be no sale of guns, ammunition, survival weapons, pepper gas, tear gas, etc.
11. Vendor is responsible to set up their booth during the assigned set-up times unless other arrangements are made in advance. Any booth not set up by the time set by show management is subject to forfeiture without refund or compensation.
12. Any Vendor caught in violation of this contract forfeits his/her right of participation with The Juneteenth Experience and may be asked to leave without refund or compensation.

Vendor Guidelines:

1. All products/services displayed and/or sold from vendors must be listed on application and pre-approved by Event Management.
2. All vendors must be professional in appearance. No handwritten signs, storage boxes must be hidden and exhibit personnel should always be present during the event.
3. All vendors must be set-up and ready for business 2 hours prior to start time. Management reserves the right to close booths for failure to comply with this rule.
4. The Juneteenth Experience nor The Freedom Groups are responsible for any items that are missing or stolen from your booth.
5. All vendors and their booth material must be strictly confined to the space assigned.

I, the undersigned, agree to hold harmless all representatives of the "The Juneteenth Experience & The Freedom Groups" from and against all liability, which may accrue as a result of participation in the Experience. In addition, I agree to follow the rules, guidelines and directions of The Freedom Groups.

*Please sign and return these rules with your completed registration form.

I Fully Understand and AGREE to COMPLY with all of the above guidelines and conditions.

Signature _____ Date _____

Fresno Juneteenth Event Floor Plan



- Merchandise Zone
- Art Zone
- Information Zone
- Kids Zone
- Health Zone
- Food Court Zone
- Hospitality Zone