



SPONSORSHIP PACKAGE 2019

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**THE PHILADELPHIA JUNETEENTH FAMILY INC.
5446 WHITBY AVE. PHILADELPHIA, PA 19143**



Juneteenth is the oldest nationally celebrated commemoration of the ending of slavery in the United States. Juneteenth, also known as Juneteenth Independence Day or Freedom Day, is a holiday that commemorates the June 19, 1865 announcement of the abolition of slavery in Galveston, Texas, more specifically the emancipation of enslaved Africans throughout the United States of America. This year's theme for our Juneteenth celebrations will be "*Victory 400*" in commemorations of the first enslaved Africans arriving in Jamestown, Virginia in 1619.

We are proud to announce "Juneteenth Family, Inc presents Victory 400 Grand Parade and Unity Fest" on Saturday June 15, 2019. The parade will have more than 3,500 participants, Musical Floats, US Veterans, Law Enforcement Organization and Marching Units, Caribbean and Native American dancers, Fraternities and Sororities Community Organizations, Drill Teams and beautiful horse and carriages. This parade and festival gained national & international attention and was rated last year as the best parade in the country.

This year our dignitaries will include African Kings, United States Congressman, Pennsylvania Mayors, State Senators, State Representatives, the Philadelphia Police Chief, and a host of City Councilpersons and Dignitaries. Parade participants came from different states along the northeastern coast, from New York City to Washington D.C., to the delight of over 10,000 spectators.

The Unity Fest will feature a wide array of national and local performing artist from all genres of music.

People will experience the beautiful culture and enduring spirit of the African American people.



DEMOGRAPHICS & MARKETING

Your organization will be exposed to at least 25,000 regional, national and international participants at the event
Women, men, and children of all ages
Primarily African-American diaspora and tourists visiting Philadelphia
Regional, National and International tourists (based on Historical Philadelphia location)

RADIO PROMOTIONS

Informative commercial spots and purchased time buys will be one of the premier promotional resources that will be used to reach participants across the country.

These commercial spots will be strategically placed on syndicated radio outlets in order to reach the optimal amount of listeners

Radio partners to date:

- Radio One
- iHeartRadio
- WURD Radio
- KYW Radio

TV PROMOTION

- TV Channels 3, 6, & 10 have provided coverage for the parade and festival for the past three years
- Parx Casino



MARKETING EFFORTS

Our marketing efforts will be deliberate and pointed to raise maximum consumer awareness. Efforts include, but are not limited to, the following:

E-MARKETING:

- E-Blasts
- Web Banners
- Social Media - Twitter, Instagram, Periscope
- Press Releases
- Juneteenth Journal

PHYSICAL MERCHANDISE:

- Palm Cards
- Street Teams
- Posters

COMMUNITY INVOLVEMENT:

- City of Philadelphia
- Religious Organization Announcements
- Business Marquees
- African American Chamber of Commerce
- Local Civic Organizations
- Local Greek Organizations
- United States Veterans Organizations



CONTRIBUTION LEVELS

KING SHIP TO SLAVE SHIP Sponsor - \$45,000 "VICTORY 400" TITLE SPONSOR

- Exclusive corporate branding opportunity listed as "Victory 400 Sponsor" on all printed materials
- Lead Banner in the Parade
- Corporate banner on Parade and reviewing stand areas
- Corporate mention for all Media Advertising
- Float signage for Juneteenth Sponsored Float
- One VIP marketplace 10'x10' booth w/tent, one table and four chairs
- Corporate banner in marketplace areas
- VIP Seating at Wreath Ceremony
- Opportunity to speak at Wreath Ceremony and Juneteenth reception
- 20 seats on reviewing stand
- Opportunity to speak on Main Stage
- Corporate logo recognition on all printed materials and listed on official website
- Three parking passes (Penn's Landing)

CIVIL RIGHTS SPONSOR - \$30,000 PRESENTING SPONSOR

- Exclusive corporate branding opportunity listed as "Civil Rights Sponsor" on all printed materials
- Banner in the Parade
- Corporate banner on Parade reviewing stand
- Corporate mention for all Media Advertising
- Float signage for Juneteenth Sponsored Float
- One VIP marketplace 10'x10' booth w/tent, one table and four chairs
- Corporate banner in marketplace areas
- 10 seats on reviewing stand
- Opportunity to speak on Main Stage
- Corporate logo recognition on all printed materials and listed on official website
- Three parking passes (Penn's Landing)



CONTRIBUTION LEVELS

EMANCIPATION SPONSOR - \$30,000 "VICTORY 400" TITLE SPONSOR

- Exclusive corporate branding opportunity listed as "Emancipation Sponsor" on all printed materials
- Banner in the Parade
- Corporate mention for all Media Advertising
- Float signage for Juneteenth Sponsored Float
- One VIP marketplace 10'x10' booth w/tent, one table and four chairs
- Corporate banner in marketplace areas
- 10 seats on reviewing stand
- Opportunity to speak on Main Stage
- Corporate logo recognition on all printed materials and listed on official website
- Three parking passes (Penn's Landing)

THE FUTURE AND LEADERSHIP SPONSOR - \$30,000 PRESENTING SPONSOR

- Exclusive corporate branding opportunity listed as "Emancipation Sponsor" on all printed materials
- Banner in the Parade
- Corporate mention for all Media Advertising
- Float signage for Juneteenth Sponsored Float
- One VIP marketplace 10'x10' booth w/tent, one table and four chairs
- Corporate banner in marketplace areas
- 10 seats on reviewing stand
- Opportunity to speak on Main Stage
- Corporate logo recognition on all printed materials and listed on official website
- Three parking passes (Penn's Landing)



CONTRIBUTION LEVELS

DECLARATION SPONSOR - \$15,000- (3) Marching Units

- Corporate branding opportunity listed as “Declaration Sponsor” on all printed materials
- Royal Youth Brass Band
- Youth Marching Band
- Shakeré Marching Unit
- Three banners in the Parade
- Corporate signage on viewing stand
- On site 10’x10’ corporate booth with one table and two chairs
- Recognition on all printed materials and listed on official website
- Corporate logo placed on uniforms and banners
- Three seats on the reviewing stand

HONOR THE ANCESTORS WREATH CEREMONY SPONSOR - \$15,000

- Banner in the parade
- Opportunity to speak at the Wreath Ceremony and reception
- Banner displayed at Ceremony
- Recognition on all printed materials and listed on official website
- Three seats on the reviewing stand

CHILDREN’S VILLAGE SPONSOR - \$8,000

- Corporate signage in children’s village.
- One 10’x10’ corporate booth with one table and two chairs
- Recognition on all printed materials and listed on official website
- Three seats on the reviewing stand

T-SHIRT SPONSOR - \$5,000

CORPORATE LOGO ON ALL VOLUNTEER T-SHIRTS

- On site 10’x10’ corporate booth with one table and two chairs
- Recognition on all printed materials and listed on official website
- Two seats on the reviewing stand



CONTRIBUTION LEVELS

CORPORATE FLOAT SPONSOR - \$4000

- Corporate logo and message on float
- 16'x22' flatbed with choice of color scheme
- Sound and Entertainment
- Listed on website
- Recognition on all printed materials and listed on official website
- Two seats on the reviewing stand

DRILL TEAM AND DRUMLINE SPONSORS - \$4,000

- Recognition on all printed materials and listed on official website
- Listed on website
- Two seats on reviewing stand

CONTRIBUTING SPONSORS - \$4,000

- Listed on official website
- Two seat on reviewing stand

GENERAL SPONSOR - \$1,000

- Listed on official website



**PLEASE SELECT
YOUR SPONSORSHIP LEVEL**

- | | |
|--------------------------------------------------------|----------|
| <input type="checkbox"/> Title "Victory 400" Sponsor | \$45,000 |
| <input type="checkbox"/> Civil Rights Sponsor | \$30,000 |
| <input type="checkbox"/> Emancipation Sponsors | \$30,000 |
| <input type="checkbox"/> Future Leadership Sponsor | \$30,000 |
| <input type="checkbox"/> Declaration Sponsor | \$15,000 |
| <input type="checkbox"/> Wreath Ceremony | \$15,000 |
| <input type="checkbox"/> Children's Village | \$8,000 |
| <input type="checkbox"/> T-Shirt Sponsor | \$5,000 |
| <input type="checkbox"/> Corporate Float Sponsor | \$4,000 |
| <input type="checkbox"/> Drill Team & Drumline Sponsor | \$4,000 |
| <input type="checkbox"/> Contributing Sponsor | \$2,500 |
| <input type="checkbox"/> General Sponsor | \$1,000 |

SPONSOR FORM

Business:	_____		
Contact:	_____		
Address:	_____		
City:	_____		
State:	_____	ZIP:	_____
Phone:	_____	Cell:	_____
Email:	_____		
Fax:	_____		

Checks payable to: *ACANA African Cultural Alliance of North America*
5530 Chester Ave Philadelphia, PA 19143