



**JUNETEENTH**  
**SF**  
**FREEDOM CELEBRATION**  
**SPONSORSHIP**  
**PROPOSAL**

**JUNE 18 2022 • SAN FRANCISCO**



[sponsor@juneteenth-sf.org](mailto:sponsor@juneteenth-sf.org)



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415.404.9656

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# Introduction

Over 3,000 festival-goers will be in attendance as we commemorate Juneteenth in the city's historic Fillmore District. The Freedom Celebration will span 8 city blocks featuring dozens of special guests, community leaders, performers, vendors, exhibitions, carnival rides, games and tons of fun for the whole family.

## About Us

Spearheaded by event organizers Rico Hamilton, Pia Harris and Bishop Birch, entertainment coordinator Laron Mayfield and with the support of community leaders including Mayor, London Breed, Dr. Sheryl Davis and others, the nonprofit Juneteenth SF Freedom Organization aims to reignite San Francisco's 72 year long history of celebrating Black freedom, culture and resilience.



## A Look Back

The name, "Juneteenth," is in reference to June 19, 1865, when Union soldiers reached Galveston, Texas and announced that the Civil War was over and the enslaved were now free. While the Emancipation Proclamation was signed into law in 1863, it effectively had zero legal impact since the Confederacy had seceded from the Union. As a result enslaved Blacks remained in bondage 2 years after President Lincoln sign the proclamation.

On June 17, 2021, President Biden signed into law a long over due Senate Bill making "Juneteenth" a federal holiday.



## Looking Forward

The Juneteenth Freedom Celebration Festival commemorates the emancipation of enslaved Black Americans and celebrates African American culture in recognition of black contributions and progress.

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# What to Expect

## Main Attractions



### Games & Rides

It's Family Day in the Fillmore: with a sky high Ferris Wheel, Carnival & Pony Rides + Games and more.



### Food

Food Trucks, Ethnic Cuisine, Soul Food & dozens of sweet delights will be provided by some of the Bay's top chefs.



### Classic Car Show

The classic car show and exhibition will be full of iconic classics, custom restores, pristine rare models and much more.



### Live Performances

Enjoy nonstop live musical performances on the main stage including local artists, top DJs, the soul energizing Gospel Competition and much more.

# 8 CITY BLOCKS Of Celebration



## Entertainment District

Live Music, Art & Culture



## Tastemakers District

Food + Beer & Wine Garden



## Classic District

Classic Car Show



## Fashion District

Hair & Fashion Show



## Community District

Carnival Rides & Games



## Arena District

Obstacle & Sports Games

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# Where

## It All Happens

# The Historic Fillmore District

## San Francisco



## POPULATION

### San Francisco

876,063

### Fillmore District

16,000 (approx)

### Adult Media Age

38

## A Brief History

Once deemed the “Harlem of the West,” The Fillmore District was the Pacific Coast epicenter of black entertainment, music and culture. Since the 1950s and well through the early 70s, the Fillmore District featured legendary acts such as James Brown, Billie Holiday and Charlie Parker; political headliners including Malcom X; and was home to 20 blocks of black businesses.



# We are Seeking **Your Support**

## SPONSORSHIP PACKAGES

We have 3 packages from which to choose. Custom packages are available up on request.

Description	Commitment
<b>PLATINUM LEVEL</b>	<b>15K</b>
• business logo and advertisement placement on printed promo	
• business logo on our website with link to your company website	
• inclusion in radio for aired public announcements on KMEL, KPOO, KBLX and more	
• inclusion in web promos, social media, email and press release (SF Chronicle & more)	
• live on-stage public address/mentions during concert	
• lunch for up to 10 persons during festival	
• premium placed 10x10 vendor booth	

Description	Commitment
<b>GOLD LEVEL</b>	<b>10K</b>
• business logo and advertisement placement on printed promo	
• business logo on our website with link to your company website	
• inclusion in promos, email, and press release (SF Chronicle & more)	
• live on-stage public address/mentions during concert	
• lunch for up to 8 persons during festival	

	Commitment
<b>SILVER LEVEL</b>	<b>5K</b>
• business logo on SF Reggae Festival flyer	
• business logo on our website with link to your company website for 1 full year	
• inclusion in promos, email, and press release (SF Chronicle & more)	
• lunch for up to 4 persons during festival	



**Thank You**

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