



JUNETEENTH SF FREEDOM CELEBRATION

SPONSORSHIP OPPORTUNITIES

JUNE 17 2023 • SAN FRANCISCO, FILLMORE



sponsor@juneteenth-sf.org



[RETURN TO JUNETEENTH-SF.ORG](https://www.juneteenth-sf.org)



415.404.9656



Introduction

Over 10,000 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.

What to Expect

Main Attractions



Live Performances

Enjoy nonstop live musical performances on 3 stages featuring top acts, local artists, top DJs, the soul energizing Gospel Competition and much more.



Food

Food trucks, soul food, tastemaker exhibits & 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.



Games & Rides

It's Family Day in the Fillmore, with Carnival Rides, Games & much much more.

8 CITY BLOCKS Of Celebration



Entertainment District

Live Music, Art & Culture
featuring famed Gospel Duo
Mary Mary



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

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.

Why Sponsor Juneteenth SF?

Sponsor Benefits

Brand Awareness

Take advantage of our premium display options including signs, banners, flags, backdrops and more.

Audience Engagement

Capitalize on opportunities to directly engage with eager consumers and prospective customers.

Community Participation

Align your brand with a historic celebration that uplifts San Francisco's Black businesses, artists and community.

We are Seeking **Your Support**

SPONSORSHIP PACKAGES

Description	Commitment
PRESENTING SPONSOR	25K
<ul style="list-style-type: none"> business logo and advertisement placement on main stage banner 	
<ul style="list-style-type: none"> 10x20 space for activation and company presentation 	
<ul style="list-style-type: none"> business logo and advertisement placement on printed promo 	
<ul style="list-style-type: none"> 1st tier business logo visibility and link to company website on Juneteenth-sf.org 	
<ul style="list-style-type: none"> inclusion in radio for aired public announcements on KMEL, KPOO, KBLX and more 	
<ul style="list-style-type: none"> inclusion in web promos, social media, email and press release (SF Chronicle & more) 	
<ul style="list-style-type: none"> live on-stage public address/mentions during concert 	
<ul style="list-style-type: none"> lunch and beverages for up to 15 persons during festival 	
<ul style="list-style-type: none"> premium placed 10x20 vendor booth space 	

Description	Commitment
PLATINUM LEVEL	15K
<ul style="list-style-type: none"> business logo and advertisement placement on printed promo 	
<ul style="list-style-type: none"> business logo on our website with link to your company website 	
<ul style="list-style-type: none"> inclusion in radio for aired public announcements on KMEL, KPOO, KBLX and more 	
<ul style="list-style-type: none"> inclusion in web promos, social media, email and press release (SF Chronicle & more) 	
<ul style="list-style-type: none"> live on-stage public address/mentions during concert 	
<ul style="list-style-type: none"> lunch and beverages for up to 10 persons during festival 	
<ul style="list-style-type: none"> premium placed 10x15 vendor booth space 	

Description	Commitment
GOLD LEVEL	10K
<ul style="list-style-type: none"> • business logo and advertisement placement on printed promo 	
<ul style="list-style-type: none"> • business logo on our website with link to your company website 	
<ul style="list-style-type: none"> • inclusion in promos, email, and press release (SF Chronicle & more) 	
<ul style="list-style-type: none"> • live on-stage public address/mentions during concert 	
<ul style="list-style-type: none"> • lunch and beverages for up to 8 persons during festival 	
<ul style="list-style-type: none"> • premium placed 10x10 vendor booth space 	

	Commitment
SILVER LEVEL	5K
<ul style="list-style-type: none"> • business logo on Juneteenth SF flyers and promo material 	
<ul style="list-style-type: none"> • business logo on our website with link to your company website for 1 full year 	
<ul style="list-style-type: none"> • inclusion in promos, email and press release (SF Chronicle & more) 	
<ul style="list-style-type: none"> • lunch and beverages for up to 4 persons during festival 	

	Commitment
ADD-ON-OPTION (add to Gold, Platinum, Presenting)	5K
<ul style="list-style-type: none"> • presenting sponsor of the Fashion Show district with logo & ad placement on Fashion stage 	

	Commitment
ADD-ON-OPTION (add to Gold, Platinum, Presenting)	5K
<ul style="list-style-type: none"> • presenting sponsor of the Community district with logo & ad placement on Community stage 	

** all packages include placement in email newsletters, press releases and up to 30,000 impressions via social media and online ads.*





Thank You

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