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JUNETEENTH
SF
FREEDOM CELEBRATION



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SF
FREEDOM CELEBRATION

SPONSORSHIP PROPOSAL

JUNE 13, 2026 • SAN FRANCISCO



sponsor@juneteenth-sf.org



RETURN TO JUNETEENTH-SF.ORG



415.404.9656



Introduction

Over 20,000 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.



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.

OUR STATS 2022-2026

50K+
TOTAL ATTENDEES

200+
LOCAL BUSINESSES

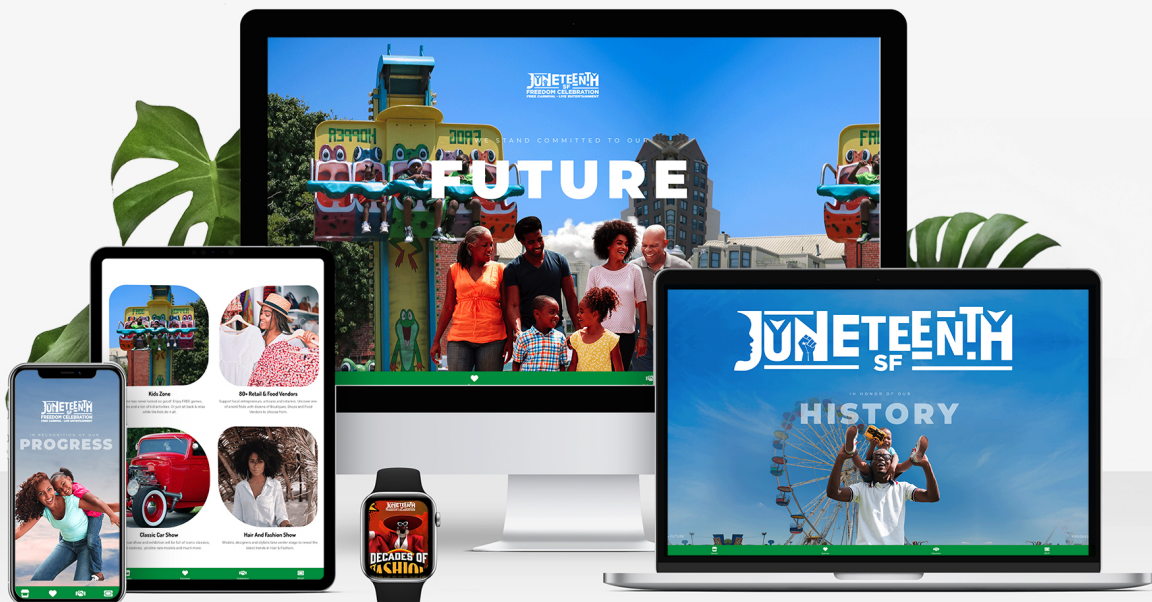
OUTREACH • PAID SOCIAL MEDIA

f
FACEBOOK
210K
TOTAL AD REACH
19K
CLICKS/ENGAGMENTS

Instagram + TikTok
INSTAGRAM TIK TOK
120K
TOTAL AD REACH
4K
CLICKS/ENGAGMENTS

G
GOOGLE
280K
AD IMPRESSIONS
2100
CLICKS/ENGAGMENTS

120K+ WEBSITE PAGE VIEWS



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

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**

BENEFITS

JUNETEENTH SPONSORSHIP OFFER COMPANIES LIKE YOURS COUNTLESS OPPORTUNITIES



Increased Brand Visibility



Enhanced Brand Perception



Increased Sales



Networking Opportunities



Community Involvement



Access to Target Audience



Positive Association

We have a number of signage, social media, presentation and sampling opportunities available. Inquire today.

SPONSORSHIP PACKAGES

We have 4 great packages from which to choose.
Custom packages are available up on request.

Description	Commitment
SINGLE DISTRICT TITLE SPONSOR	25K
<ul style="list-style-type: none">• exclusive title sponsorship with signage for one specified district	
<ul style="list-style-type: none">• inclusion in radio commercial ads on major broadcast station (KBLX)	
<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">• premium signage on/near stage and surrounding area	
<ul style="list-style-type: none">• inclusion in web promos, social media, video commercial, email and press release	
<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 vendor booth space placement	

Choose Your District!



Fashion District



Arena District



Classic District



Tastemakers District

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SPONSORSHIP PACKAGES

Description	Commitment
PLATINUM LEVEL	15K
• business logo and ad placement on digital, social media and printed promo assets	
• business logo on our website with link to your company website	
• inclusion in 30 sec. video ad on Meta platform (Facebook, Instagram)	
• inclusion in web promos, social media, email and press release	
• live on-stage public address/mentions during concert	
• lunch for up to 10 persons during festival	
• premium placed 10x10 vendor booth	

Description	Commitment
GOLD LEVEL	10K
• business logo and ad placement on digital, social media and printed promo assets	
• business logo on our website with link to your company website	
• inclusion in promos, email and press release	
• live on-stage public address/mentions during concert	
• lunch for up to 8 persons during festival	

	Commitment
SILVER LEVEL	5K
• business logo on digital flyers and social media assets	
• business logo on our website with link to your company website for 1 full year	
• inclusion in promos, email, and press release	
• lunch for up to 4 persons during festival	

Al La Carte Benefits Menu

Requires Commitment of Silver Benefits Package or Above

3K

Dedicated Video Social Media Ad Campaign

includes a 30 day Facebook and Instagram ad campaign, and video advertisement with exclusive brand placement for your organization/company, highlighting your participation

3K

Dedicated YouTube & Google Ad Campaign

includes a 30 day Google and YouTube ad campaign, and video advertisement with exclusive brand placement for your organization/company highlighting your participation

5K

Exclusive Sponsored TV Ads

includes exclusive rights to brand placement on streaming and live television platforms, and video advertisement with exclusive brand placement for your organization/company, highlighting your participation. Airs on Amazon Fire, Roku and more.

3K

Exclusive Sponsored Radio Ads

includes exclusive rights to brand placement on up to sixty 30 second radio ads on KBLX, KMEL or COIT (availability extremely limited)

10K

Exclusive Stage Sponsor

includes exclusive rights to brand placement, signage and live mentions throughout the day on 1 of 3 stages (availability extremely limited)

10K

Exclusive District Sponsor

includes exclusive rights to brand placement, signage and live mentions throughout the day in 1 of 4 districts including Kids Zone, Health Zone or Beer Garden (availability extremely limited)

Custom packages are available upon request.

JUNETEENTH SF FREEDOM CELEBRATION

MANY THANKS TO OUR PREVIOUS SPONSORS





Thank You

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