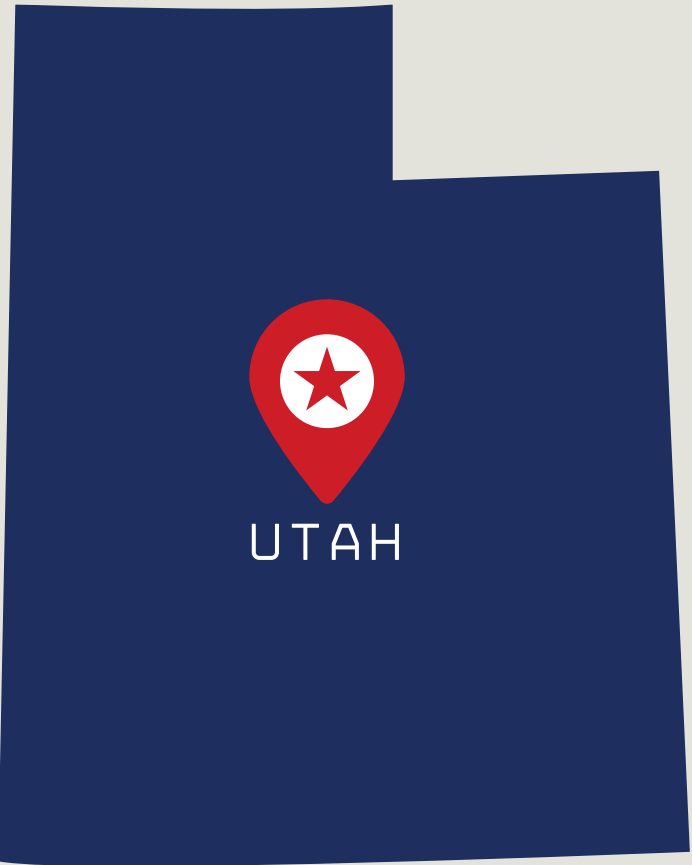


JUNETEENTH 2022

CELEBRATION

SPONSORSHIP DECK



PROGRAM OVERVIEW

We thank you for your ongoing support of the Utah Juneteenth Freedom Festival. Juneteenth is the oldest celebration marking the end of slavery in the US. On June 19, 1865, over two years after the signing of the emancipation proclamation, enslaved Africans in Galveston, Texas were freed.

On June 19, 2021, Juneteenth became the newest federal holiday. Less than one year later, Utah saw the passage of HB 238, making Juneteenth a state holiday!





Since 1989, Project Success Coalition has planned and implemented the statewide celebration to help bring all our cities and residents together in a united coalition to commemorate. Ogden became the city for our main, Holiday event. We continue to hold events in Ogden and Salt Lake and recently West Valley City and Salt Lake County. The economic as well as general community impact has been tremendous as thousands of festivalgoers, artists, organizations, and faith communities have helped keep the celebration alive to promote diversity, inclusion, and cultural understanding!





- Multiple City events with 33 Years being held in Salt Lake and Ogden. The festival has been held from 1-3 days over Father's Day Weekend
- In 2016 the Utah State Legislature passed HB338 making Juneteenth an Official State Holiday Observance and celebrated on the 3rd Saturday in June.
- In June 2021, President Biden signed S. 475, designating the Juneteenth National Independence Day Act.
- In March 2022, the Utah State Legislature passed H.B. 238, making Juneteenth Freedom Day a state holiday!



- The largest African/African American event in Utah with a positive economic and cultural impact that translates into dollars and public relations benefits.
- The planning committee represents a broad coalition of individuals, organizations, artists, youth, sponsors, and supporters.
- Family Reunion atmosphere which brings family members from across the country to hold their family and class reunions during this event.
- Promoting Unity in the Community through collaboration across geographic areas, public/private entities, municipalities, and ethnicity, to collectively extend our exposure statewide.
- Provides a foundation to affirm and engage in working to carry out the Utah Compact on Racial Equity, Diversity, and Inclusion.

“Movement, Not a Moment”

- Highlighting Utah on the national stage as a Board member of the National Juneteenth Observance Foundation (NJOFF), Regional Juneteenth Director, and hosting one of the longest-running Juneteenth commemorations.
- Participant in the Year of the Return, 400th Year Commemoration of the First African Landing in Virginia, and National Bell Ringing.
- Hosted Utah Bell Ringing Commemoration at the Utah State Capitol.
- Honoring and bringing exposure to local, regional, and national artists, historians, and educators.



SUPPORT OPPORTUNITIES

You will benefit from this opportunity to be a part of the largest Juneteenth celebration in the area composed of local and national keynote speakers and musical talents presented in Utah and across the nation.

WHY SHOULD YOUR COMPANY BECOME A SPONSOR?

- Message of commitment to multicultural ideologies, diversity, equity, and inclusion
- Multiple opportunities to create and expand brand/product visibility
- Brand association with Project Success Coalition
- Reinforce brand image and increase brand loyalty
- Drive retail traffic and sales through consistent messaging and online market

Signature Events for your consideration

- Mr. & Miss Juneteenth Scholarship Program & Juneteenth Essay Contest
- Juneteenth Sunday Jazz Brunch
- Juneteenth Health & Wellness Expo
- State of Black Utah Town Hall Meeting
- College & Career Expo & Salute to High School & College Graduates



THE BOSS-

DIAMOND LEVEL

\$20,000

Your organization will be a Title Sponsor as well as a title sponsor for the Signature Event of your choice. Corporate branding and mentions on print and radio advertisements, Banner Recognition on the main stage and up to 3 others, Time on Stage for a Company Representative to make a presentation, a Full-Color Ad in the Juneteenth Souvenir Booklet, Sponsorship name printed on the event T-shirt, Corporate brand on two other events, Commemorative T-Shirts (up to 5), Ten VIP Seats at the Festival, an Exhibitor Space, unlimited mentions throughout the Festival, year-long presence on our website, 33rd Anniversary Commemorative Lapel pens, and T-shirts! First rights of sponsorship for future events.



Thank you for your commitment to Utah's Cultural Diversity through your investment in the Juneteenth Freedom & Heritage Festival and Utah State Holiday Commemoration. Celebrating 33 Years!





PLATINUM LEVEL



\$10,000 & UP

Your organization will receive prominent Side Stage Banner Recognition at the event, one Full page ad in the Juneteenth Souvenir Program, Corporate branding on printed materials and media releases, limited radio promotional, up to 6 mentions throughout the Festival, Five VIP Seats, 5 Commemorative T-Shirts and lapel pins, corporate branding on our website for 6 months and an Exhibitor Space.



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GOLD LEVEL

\$5,000 & UP



Your organization will receive prime banner placement, a beautiful framed Juneteenth art print, Full Page Ad in the Juneteenth Souvenir Program, listed as a sponsor on promotional materials, up to 3 mentions throughout the Festival, 3 months corporate branding on our website and 1 additional event, Two VIP Seats and Exhibitor space.



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SILVER LEVEL

\$3,000 & UP



Your organization will receive a beautiful framed Juneteenth art print, Banner Recognition at the event, listed as a sponsor in limited promotional materials, Five Commemorative pins and special recognition at the festival and exhibitor space.



Thank you for your commitment to Utah's Cultural Diversity through your investment in the Juneteenth Freedom & Heritage Festival and Utah State Holiday Commemoration. Celebrating 33 Years!





BRONZE LEVEL

\$1,000 & UP



Your organization will receive a Certificate of Appreciation, Commemorative T-Shirt, three Complimentary Souvenir Programs, listed as a sponsor in limited promotional materials, one mention at the festival and exhibitor space.



Thank you for your commitment to Utah's Cultural Diversity through your investment in the Juneteenth Freedom & Heritage Festival and Utah State Holiday Commemoration. Celebrating 33 Years!





COPPER LEVEL

\$500-\$999 & UP



Your organization will be recognized as a Listed Sponsor in the Souvenir Program, Complimentary booklets and receive a Certificate of Appreciation.



Thank you for your commitment to Utah's Cultural Diversity through your investment in the Juneteenth Freedom & Heritage Festival and Utah State Holiday Commemoration. Celebrating 33 Years!



BECOME A SPONSOR

FOR MORE INFORMATION CONTACT



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Director, Project Success Coalition

projectsuccessincl@gmail.com

Make Checks payable to:

Project Success Coalition
Re: Juneteenth Heritage Festival

PO Box 151003, Ogden Utah 84415

We are a 501-c Tax-exempt Organization

Tax Exempt #75-3069033



