

JUNETEENTH | 2018

Fort Worth



June 11 - 19, 2018

www.juneteenthftw.com



CELEBRATION EVENTS

- **Parade** - Unique morning parade that reflects the unity in our city
- **Screening of *Black-ish* Episode “Juneteenth: The Musical”** - Discussion on the holiday’s national importance
- **Breakfast of Prayer & Ecumenical Service** - Celebrating the Unity of the Spirit that Freedom Brings
- **Youth Choir Explosion** - Free arts workshop & concert to celebrate diversity through music
- **“Empowering You” Event** - Health, Job, Education, Financial Fairs with information made available
- **5K Walk/Run** - Early morning escape along the picturesque TCC Campus
- **Student Art Exhibit** - Submittals from all levels displayed throughout the event
- **Community Art Competition** - Visual, Written, and Performing art pieces judged & prizes awarded
- **3-on-3 Basketball Tournament** - Teams battle for bragging rights of “Best in Fort Worth”
- **BBQ Cook Off** - Sanctioned by Lone Star BBQ Society celebrating the best BBQ in Texas
- **Juneteenth Scholarship Pageant** - Showcasing the intelligence, beauty and talent of our young ladies
- **Juneteenth Children's Revue** - Presenting the talents of the future leaders of the city
- **Erma Hadley Juneteenth Honors Banquet** - Celebrating the accomplishments of the community
- **Family Fun Festival & Entertainment Concerts** - Midway, Food Vendors, Children’s Area, Local Performers





Overview:

Juneteenth commemorates when the slaves in Texas finally got word of the Emancipation Proclamation issued by President Lincoln. The historical significance affects not only African Americans in Texas, but its relevance is celebrated officially in 45 states as a holiday and around the world. ***Juneteenth*** is a multicultural experience that touches the lives of a diverse audience as it recognizes the contribution of others who helped in the cause of freedom.

Dates: Monday, June 11 - Tuesday, June 19, 2018

Expected Attendees: 3,500+ over the course of the week

Activity Location:

Tarrant County College South Campus - 5301 Campus Drive, Fort. Worth, TX 76119

All Day Entertainment

Juneteenth celebrates the cultural and inter-generational diversity of our community. The festival main stage will host great local talent including dance teams, spoken word and poetry performers, R & B groups, Jazz groups, Hip Hop artists and gospel groups.

This year we are proud that Grammy Award winning songstress **Ann Nesby** former lead singer of **Sounds of Blackness**, will wrap-up the festival with a Finale Concert. Grammy nominated for several of her solo albums, Nesby is appreciated by critics and fans for her seamless ability to transition between Gospel, R&B/Soul, Jazz, Hip-Hop, Dance, and Pop music.

Sponsorship of the Entertainment & Music stage will provide continuous visibility and branding exposure to a diverse aged audience throughout the entire day.



Juneteenth on the small screen



Bringing awareness and visibility to the need to celebrate Juneteenth nationally is a personal passion of Mrs. Opal Lee which prompted her symbolic walk to Washington, DC in September of 2016 to encourage Congress and President Obama to act.

A year later one sitcom was able to do that very thing with their season premiere October 3, 2017 when *Black-ish* presented “*Juneteenth: The Musical*” on ABC. With the airing of the show, more people became aware of the holiday and its significance to the historical landscape.

This year we will screen the episode, Tuesday, June 19, and conduct a community forum discussion to build understanding and appreciation of the rich heritage of the African American community through knowledge and positive exchange.

Freedom Fest 5K / 1 Mile Run

Juneteenth celebrates the cultural and inter-generational diversity of our community. Nothing expresses freedom more than the ability to enjoy the morning air running or walking freely through the community.

The 5K / 1 Mile Run through the picturesque Tarrant County College South Campus offers even the most novice athlete the opportunity to show what they are made of. The in and Out course through the campus is ideal for the young and the young at heart, families with strollers and even walkers who want to make the most of morning before the summer sun takes over the day.

Sponsorship of the 5K / 1 Mile Run / Walk will provide visibility and branding exposure to a diverse aged audience throughout the event and for the remainder of the festival day.



Youth Choir Explosion



YCE is a free week-long fine arts workshop and concert established to unite the young people in the metroplex, offering a positive summer activity that promotes collaboration because they are working to accomplish a common goal. By bringing young people of all races and backgrounds together and presenting them with exposure to cultural differences, you enable them to become knowledgeable and caring citizens for the future.

The youth will have exposure to different types of songs including Urban Gospel, Contemporary Christian and Latin Gospel taught by a diverse set of clinicians, as well as participate in an open panel discussion about race relations, cultural diversity, prejudice and how they can overcome these obstacles and stereotypes.

Sponsorship of the **Youth Choir Explosion Workshop and Concert** will provide continuous visibility and branding exposure to a diverse aged audience throughout the week.

“Empowering You” Event



In conjunction with the Juneteenth festivities, the Ethel Ransom Humanitarian & Cultural Club is hosting the “Empowering You” event to address the many concerns and needs in our community. Our goal is to provide outreach services and information to give those who attend the power to change their circumstances armed with knowledge that may have been out of reach before.

Event Highlights include but are not limited to:

- Healthcare information & screenings
- Employment Opportunities
- Food preparation demonstrations
- College Enrollment & Financial Aid
- Workshop/Seminars on College Preparedness
- FWISD School Programs and Information
- Benefits for military families
- Housing choices
- Funeral preparation
- Insurance - home, life and auto and much more.

Community Parade

Juneteenth celebrates the cultural and intergenerational diversity of our community. Nothing expresses freedom more than the ability to enjoy the morning air marching or walking freely in demonstration of a cause we believe in.

The Juneteenth Parade traditionally has been a fun family-friendly event that pulls the community together to kickoff the start to a great weekend of activities. Entrants include walking groups, equestrian riding clubs, car clubs, our community leaders, corporate floats, churches, motorcycle clubs, Fraternities & Sororities, high school bands and JROTC teams. Everyone is welcome to participate and show their civic pride.

Sponsorship of the Community Parade will provide visibility and branding exposure to a diverse aged audience throughout the event and for the remainder of the festival day.



12 Freedoms Art Competition

Juneteenth or June 19, 1865 was a set time of transformation. Approximately 250,000 African slaves in Texas became African Americans. The last of approximately 4 million. What happened to the new African Americans? How did they make their newly gained freedoms count? Artists across eight genres are invited to express their thoughts and opinions in their unique ways.

THE TWELVE FREEDOMS To Birth and Name Children, To Do Business, To Dress, To Grow Food, To Marry, To Own, To Preserve History or Heritage, To Read & Write, To Serve in the Military, To Travel, To Vote, To Legislate & Govern, To Worship.

THE CREATIVE CATEGORIES 1. Fine Art I; 2. Fine Art II - Film & Photography; 3. Fashion Art; 4. Drama; 5. Spoken Word; 6. Writing; 7. Dance; 8. Instrumental Music; 9. Vocal Music.

Entry Information and Prospectus available online at
www.juneteenthftw.com



BBQ Cook-off

Juneteenth celebrations have always been celebrated with great food. The most traditional and subsequently synonymous with Juneteenth is barbecue. With the new freedom gained to choose what they eat, participants from then to now share in the spirit and aromas of great food cooked in the open outdoors. Hence, the barbecue pit is often established as the center of attention at Juneteenth celebrations. A true Juneteenth celebration leaves visitors well satisfied and with enough conversation to last until the next.

Sponsorship of the **Barbeque Cook-off** will provide continuous visibility and branding exposure to an adult audience committed to their craft and those who enjoy the taste of good food throughout the weekend.



Juneteenth Specialty Plate



In 2015 with the support of State Representative Nicole Collier, Mrs. Lee successfully petitioned the Texas Legislature to commission a commemorative plate. For only \$30 in addition to the cost of your car registration, you can own a piece of history. Order and purchase a plate online at txdmv.gov and get more information on our website.

Last to Know Documentary

Mrs. Lee has been devoted to preserving the history and timeline of the emancipation of Texas slaves and the unifying affect of understanding that “None of us are free, until we are all free.” In partnership with Phylonalds Agency Productions, we have developed a full length documentary that will educate viewers on the importance of Juneteenth and highlight **Opals Walk 2 DC**, Mrs. Opal’s symbolic walking campaign at 90 years old to Washington, DC to make June 19th a National Day of Observance.





Platinum Sponsor \$50,000

- Title Sponsor of all Celebration week activities and a Parade float
- Full page (front inside cover) color ad in Souvenir Program book
- Prominent placement of corporate banner and promotional material at all activities
- Prominently displayed in all print, radio and television advertisements, as well as press releases, billboards and city street banners
- Prominent placement on the official commemorative T-shirt, event banners, brochures, printed materials and website (linked back to corporate site)
- Verbal recognition from the podium at signature events
- Speaking opportunities, VIP access and premier seating at Festival Main Stage, Movie Screening, Breakfast of Prayer, Youth Choir Explosion Concert, Pageant and Honors Banquet
- Daily mentions on Juneteenthftw twitter page starting 60 days prior to signature event
- Prominent placement on all Juneteenthftw Facebook and Instagram posts



Gold
Sponsor
\$25,000

- Presenting Sponsor of Celebration week activities and a Parade float
- Full page (back outside cover) color ad in Souvenir Program book
- Placement of corporate banner and promotional material at all activities
- Centrally displayed in all print, radio and television advertisements, as well as press releases, billboards and city street banners
- Centrally placed on the official commemorative T-shirt, event banners, brochures, printed materials and website (linked back to corporate site)
- Verbal recognition from the podium at signature events
- Select speaking opportunities at Festival Main Stage, Movie Screening and Honors Banquet
- VIP access and premier seating at Movie Screening, Honors Banquet and Festival Main Stage
- Daily mentions on Juneteenthftw twitter page starting 45 days prior to signature event
- Prominent placement on all Juneteenthftw Facebook and Instagram posts



Silver Sponsor \$10,000

- Opportunity to choose a feature event to sponsor - Movie Screening, “Empowering You” Event, Youth Choir Explosion, Breakfast of Prayer, BBQ Cook-off, Honors Banquet, Pageant, 5K Run/Walk, etc.
- Full page color ad in Souvenir Program book
- Corporate banner and promotional material displayed at events and Festival
- Inclusion in print and television advertisements, as well as press releases
- Displayed on the official commemorative T-shirt, brochures, printed materials and website
- Verbal recognition from the podium at signature events
- Speaking opportunities (3 minutes) at choice of 2 signature events
- VIP access and seating at Festival Main Stage, Movie Screening, Breakfast of Prayer, Youth Choir Explosion and Honors Banquet
- Daily mentions on Juneteenthftw twitter page starting 30 days prior to signature event
- Placement on all Juneteenthftw Facebook and Instagram posts

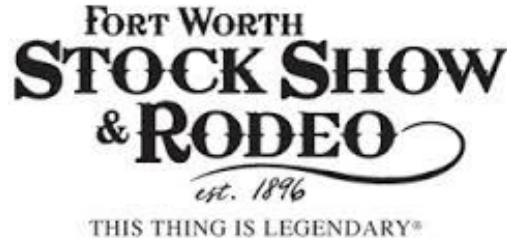


Bronze Sponsor

\$5,000

- Full page ad in Souvenir Program book
- Corporate banner and promotional material displayed at Festival “Empowering You” event
- Inclusion in print advertisement, including press releases, billboards and banners as space allows
- Displayed on the official commemorative T-shirt, brochures, printed materials and website
- Verbal recognition from the podium
- Speaking opportunities (3 minutes) at choice of a signature event
- VIP access and reserved seating at Festival Main Stage, Movie Screening, Breakfast of Prayer and Honors Banquet
- Daily mentions on Juneteenthftw twitter page starting 15 days prior to signature event
- Placement on Juneteenthftw Facebook and Instagram posts

Past Sponsors & Partners





CONTACT INFO

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