

JUNETEENTH | 2018

Fort Worth



June 11 - 19, 2018

www.juneteenthftw.com



CELEBRATION EVENTS

- **Parade** - Unique morning parade that reflects the unity in our city
- **Movie Screening of *Opal's Walk 2 DC* documentary** - A chronicle of making Juneteenth a holiday
- **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

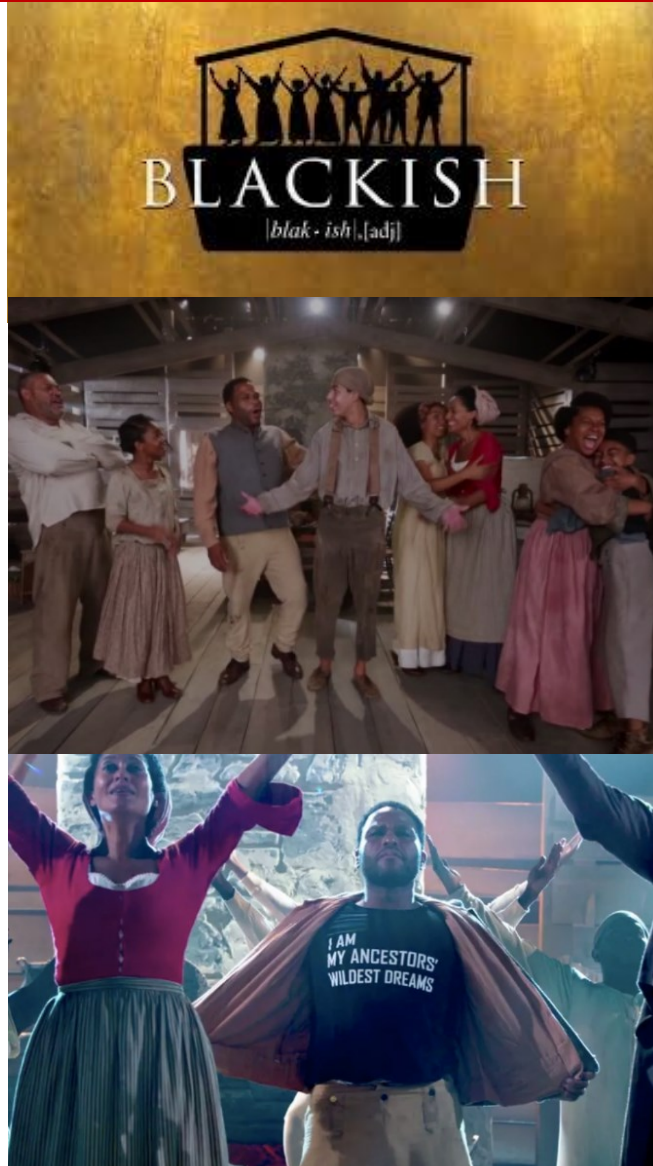
Juneteenth celebrates the cultural and inter-generational diversity of our community. The festival main stage will host great local talent including dance teams, spoken word and poetry performers, R & B groups, Jazz groups, Hip Hop artists and gospel groups.

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.



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

Juneteenth Specialty Plate



In 2015 with the support of Representative Nicole Collier, Mrs. Lee successfully petitioned the State 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.



Past Sponsors & Partners





CONTACT INFO

Unity Unlimited, Inc.

Dione Sims

2119 Harrison Ave.

Fort Worth, TX 76110

(817) 738-6055 / (817) 887-3919 FAX

unityunlimited@hotmail.com

www.juneteenthftw.com