



# 2024 COMMUNITY JUNETEENTH CELEBRATION

**Saturday, June 15, 2024**

## **Event Sponsorship Packages**





## HISTORY OF JUNETEENTH



Juneteenth (short for “June 19th”) marks the day when federal troops arrived in Galveston, Texas in 1865 to take control of the state and ensure that all enslaved people were freed.



The troops’ arrival came a full two and a half years after the signing of the Emancipation Proclamation.



Juneteenth honors the end of slavery in the United States and is considered the longest-running African American holiday.



On June 17, 2021, Juneteenth officially became a federal holiday.



The City of Scottsdale Mayor and City Council voted to make Juneteenth a holiday in 2022.



## HISTORY OF JUNETEENTH CELEBRATIONS IN SCOTTSDALE

- Originally commemorated with City of Scottsdale employee celebrations
- In 2020 (Eldorado Park) and 2021 (McCormick-Stillman Railroad Park) with the support of City of Scottsdale sponsorships, Change the Lead, a nonprofit organization, coordinated Juneteenth celebrations for the community
- In 2022, the City of Scottsdale hosted the Community Juneteenth Celebration at Scottsdale Stadium
  - More than 1,200 attendees
  - Thirty (30) vendor/information tables
  - Eight (8) performers
  - Sponsorships included presenting, gold and bronze corporate and community sponsors
- In 2023, the Community Juneteenth Celebration was held at Scottsdale Center for the Performing Arts and Scottsdale Civic Center. Event attendance increased to more than 3,000, and vendor participation and performances/activities increased by more than 50% from 2022!





# **JUNETEENTH 2024 WILL BE SPECTACULAR!**

- ▶ Hosted at Scottsdale Center for the Performing Arts and Scottsdale Civic Center
  - ▶ Three stages for performances and presentations
  - ▶ Indoor/outdoor entertainment and activities
  - ▶ Live entertainment
  - ▶ Children-friendly activities
- ▶ Vendor/information tables
  - ▶ Cultural exhibits
  - ▶ Educational workshops and information
  - ▶ Various food options
  - ▶ Access to people across the state representing various demographics
  - ▶ An opportunity to make a difference in the community

**Scottsdale's Community Juneteenth Celebration  
is no longer the best kept secret in Arizona!**

## **THE CELEBRATION SEEKS TO DO THE FOLLOWING:**

- ▶ Demonstrate the strength of a united Black community.
- ▶ Support and display the creativity of Black artists, entertainers, and entrepreneurs.
  - ▶ Educate the Black community and the community at large about the significant contributions made by Black Americans in this country.
  - ▶ Create a forum to discuss economic development, health and wellness, educational opportunities and more.

# 2024 JUNETEENTH SPONSORSHIP LEVELS

**This sponsorship level is no longer available** **PRESENTING FREEDOM SPONSOR (EXCLUSIVE)**  
**\$15,000**

- ▶ Signage on main stage and lobby area
- ▶ Logo on all printed materials: flyers, posters, t-shirt, etc.
- ▶ Feature in digital program (inside cover/full-page) and website
- ▶ Premium booth placement
- ▶ Two tables and 4 chairs
- ▶ Mention/feature in paid advertising
- ▶ Emcee to include sponsor name in announcements
- ▶ All media exposure including Juneteenth website and social media presence
- ▶ Special presentation on main stage
- ▶ Presenting sponsor at pre-Juneteenth celebration day activity (e.g. economic forum, health and wellness event, financial literacy discussion, etc...)
- ▶ Exclusive naming rights would include renaming of the event with your corporate name and adding logo (to be mutually agreed) and corporate name on signs leading up to and around the venue (limited to sponsor with largest investment). "Sponsor Name Presents the Scottsdale Juneteenth Freedom Celebration"

**EQUALITY SPONSOR**  
**\$10,000**

- ▶ Signage in main lobby area
- ▶ Logo on printed materials: flyers, posters, directional signs, t-shirt, etc.
- ▶ Premium booth placement
- ▶ Two tables and four chairs
- ▶ Emcee announcements
- ▶ All media exposure
- ▶ Presentation on stage or an opportunity to host a career fair for your organization
- ▶ Co-sponsor for student/community member award/acknowledgement

**LIBERTY SPONSOR**  
**\$7,500**

- ▶ Signage at event
- ▶ Logo on printed materials: flyers, posters, directional signs, t-shirt, etc.
- ▶ Feature in digital program (half-page)
- ▶ Information table and two chairs
- ▶ One table and 2 chairs
- ▶ All media exposure
- ▶ Emcee announcements
- ▶ Sponsor of educational opportunity

**JUSTICE SPONSOR**  
**\$5,000**

- ▶ Signage at the event
- ▶ Logo on printed materials: flyers, posters, t-shirt, etc.
- ▶ Feature in digital program (half-page)
- ▶ Information table and two chairs
- ▶ Emcee announcements
- ▶ Sponsor of small businesses and children/family area

**INDEPENDENCE SPONSOR**  
**\$2,500**

- ▶ Signage at the event
- ▶ Logo on printed materials: flyers, posters, t-shirt, etc.
- ▶ Feature in digital program (quarter-page)
- ▶ Information table and two chairs
- ▶ All media exposure
- ▶ Emcee announcements

**UNITY**  
**\$1,500**

- ▶ Logo on printed materials: flyers, posters, t-shirt, etc.
- ▶ Feature in digital program (quarter-page)
- ▶ Information table and two chairs
- ▶ All media exposure
- ▶ Emcee announcements

**ALLY**  
**\$500**

- ▶ Name listed in digital program
- ▶ Emcee announcements

For more information about Scottsdale's Community Juneteenth Celebration contact:  
**Jackie Johnson, MPA**, Diversity Director, City of Scottsdale  
 480-312-7616 | jacjohnson@ScottsdaleAZ.gov

