



January 27, 2020

Greetings Prospective Sponsors,

The spirit of independence, freedom and pride returns to Kansas City, June 2020, with the JuneteenthKC CITY-WIDE Emancipation celebratory events hosted within the 18th & Vine Historic District which features:

- "JuneteenthKC First Fridays Edition" (Saturday, June 5th) ****Free Admission****
- "JuneteenthKC Cultural Parade" (Saturday, June 6th) ****Free Admission****
- "JuneteenthKC Heritage Festival" (Saturday, June 20th) ****Free Admission****

JuneteenthKC is a not-for-profit organization established to celebrate the liberation of African Americans from slavery in the United States since 1863 in addition to hosting community events that positively promote African American achievements and advancement year round. "Juneteenth" which is celebrated throughout the United States commemorates the signing of the Emancipation Proclamation by President Abraham Lincoln and promotes the American ideals of cultural diversity and a healthy pluralistic society.

This year's activities will feature FREE community performances, community service awards, musical entertainment, family friendly activities, and adult workshops in addition to connecting attendees to the plethora of supportive service resources available throughout the Greater Kansas City area. The JuneteenthKC planning committee is extremely excited to share that 2020's celebratory agenda will also feature a diverse array of performances that will evoke cultural traditions and a sense of unity that was once prevalent within the 18th & Vine Jazz District.

The 2020 JuneteenthKC Festival Committee, JuneteenthKC Parade Committee and event partners greatly appreciate your support of our city-wide celebration by contributing monetarily, providing branded products listed on our attached "Celebration Wish List" and actively participating in our Cultural Parade (June 6th) & Festival Celebration (June 20th).

This unique opportunity provides your business/organization with MULTIPLE days of brand visibility opportunities to reach more than 100,000 residents and tourists visiting the Greater Kansas City area. In exchange for your sponsorship, your entity will be included in our official marketing materials, on our website and recognized during event activities.

Our fundraising goal is \$50,000.00 to successfully execute this year's program. Please see the attached documents for the various sponsorship levels available to support our program events.

JuneteenthKC is a 501c3 organization therefore your donation is tax-deductible to the full extent allowed by law. Thank you for considering our request and we hope to receive your support to continue to host this unique heritage event that has become one of Kansas City's oldest cultural celebrations and community traditions!

Sincerely,

Makeda C. Peterson
JuneteenthKC Program Coordinator



**PO BOX 46147
Kansas City, MO 64134**

www.Juneteenth-KC.com

**PHONE 816-673-0004
EMAIL JuneteenthKC@gmail.com**



JuneteenthKC Parade
PRESENTING SPONSOR:
\$5,000.00

As the "Presenting Sponsor", your company will exclusively receive the following benefits:

- Exclusive Branding and Company listed in marketing materials as the official event "Presenting Sponsor"
- Company Branded on Parade procession leading banner & Featured Parade Entry
 - Company Name listed as "Presenting Sponsor" in over 200 Radio spots on Cumulus Media
 - (1) 30 Second LIVE Broadcast Announcement during Parade Activities
 - Company sponsorship recognition during featured broadcast interviews
- Logo Branding and sponsorship acknowledgement in over 500 Cable Spectrum, Comcast and AT&T commercials reaching an audience of over 100,000
 - Company Sponsorship acknowledgement in Press Release
- Company logo included in all media advertisements including the JuneteenthKC official website, social media, and marketing materials
- Company Name and/or logo included in 15,000 flyers and posters distributed throughout the Kansas City Metro and surrounding areas
- (1) Corporate Booth and designated block within the Parade route exclusively branded as your corporate "rallying point" for parade spectators to enjoy
 - Recognition of sponsorship throughout the event
 - Logo Branding on Commemorative shirt
 - On site promotional activity/contest during the parade procession from the judges stand
- Full Page advertisement in the 2020 Rebirth of a Vision Commemorative Booklet



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JuneteenthKC Parade
EMANCIPATION SPONSOR:
\$2,500.00

As the "Emancipation Sponsor", your company will receive the following benefits:

- Company listed in marketing materials as the official event "Emancipation Sponsor"
 - Company Designated Parade segment "zone leader"
& Featured Parade Entry
 - Company Name included in over 200 Radio spots on Cumulus Media
 - (1) 30 Second LIVE Broadcast Announcement during Parade Activities
- Company sponsorship recognition during featured broadcast interviews
 - Company Sponsorship acknowledgement in Press Release
- Company logo included in all media advertisements including the JuneteenthKC official website, social media, and marketing materials
 - Company Name and/or logo included in 15,000 flyers and posters distributed throughout the Kansas City Metro and surrounding areas
- 1/2 page Advertisement in in the 2020 Rebirth of a Vision commemorative booklet
 - Recognition of sponsorship throughout the event



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JuneteenthKC Parade
SUPPORT SPONSOR:
\$1,000.00

As the "Support Sponsor", your company will receive the following benefits:

- Company listed in marketing materials as an official "Support Sponsor"
 - Featured Parade Entry
- Company Name included in over 200 Radio spots on Cumulus Media
- (1) 30 Second LIVE Broadcast Announcement during Parade Activities
 - Company sponsorship acknowledgement in Press Release
 - Company logo included in print media
- Company logo included in media advertisements including the JuneteenthKC official website, social media, and marketing materials
 - Company Banners/Posters can be posted/distributed along parade route
- Company Name and/or logo included in 15,000 flyers and posters distributed throughout the Kansas City Metro and surrounding areas
 - Recognition of sponsorship throughout the event



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JuneteenthKC Parade
SMALL BUSINESS SPONSOR:
\$500.00

As the "Small Business Sponsor", your company will receive the following benefits:

- Company listed in marketing materials as an official "Small Business Sponsor"
 - Featured Parade Entry
 - Company sponsorship acknowledgement in Press Release
 - Company logo included in print media
- Company logo included in media advertisements including the JuneteenthKC official website, social media, and marketing materials
 - Company Banners/Posters can be posted/distributed along parade route
- Company Name and/or logo included in 15,000 flyers and posters distributed throughout the Kansas City Metro and surrounding areas



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JuneteenthKC First Fridays

PRESENTING SPONSOR:

\$5,000.00

As the JUNETEENTH KC FIRST FRIDAYS "Presenting Sponsor", your company will exclusively receive the following benefits:

- Exclusive Branding and Company in marketing materials listed as the official event "Presenting Sponsor"
 - (1) 10x10 Retail Booth Space and to host customer engagement activities
- Company Banners, Posters & Flyers can be posted and distributed during event
 - TEN minute featured presentation on the "Mainstage" & (1) On-Site Contest
- Company Name listed as the "Presenting Sponsor" in over 200 Radio spots on Cumulus Media
- Company sponsorship announcement/recognition during broadcast interviews
- Logo Branding and sponsorship acknowledgement in over 500 Cable Spectrum, Comcast & AT&T commercials reaching an audience of over 100,000
 - Company logo branded on all promotional banners
 - Company Sponsorship acknowledgement in Press Release
- Company logo included in all media advertisements including the JuneteenthKC official website, social media, and marketing materials
 - Company Name and/or logo included in 15,000 flyers and posters distributed throughout the Kansas City Metro and surrounding area
- Full page Advertisement in in the 2020 Rebirth of a Vision commemorative booklet



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JuneteenthKC First Fridays

SUPPORT SPONSOR:

\$2,500.00

As the JUNETEENTH KC FIRST FRIDAYS "Support Sponsor", your company will receive the following benefits:

- Company listed in marketing materials as an event "Support Sponsor"
- (1) 10x10 Retail Booth Space and freedom to host customer engagement activities/product sampling
- Company Banners, Posters & Flyers can be posted and distributed during event
 - Company Name listed as the First Fridays in over 200 Radio spots on Cumulus
- Company sponsorship announcement/recognition during broadcast interviews
 - Company logo branded on all promotional banners
 - Company Sponsorship acknowledgement in Press Release
- Company logo included in all media advertisements including the JuneteenthKC official website, social media, and marketing materials
 - 1/2 Page featured Advertisement in official commemorative booklet
- Company Name and/or logo included in 15,000 flyers and posters distributed throughout the Kansas City Metro and surrounding areas
 - Recognition of sponsorship throughout the event
- 1/2 page Advertisement in in the 2020 Rebirth of a Vision commemorative booklet



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**JuneteenthKC First Fridays
ABOLITIONIST SPONSOR:
\$1,000.00**

As the JUNETEENTH KC FIRST FRIDAYS "Abolitionist Sponsor", your company will receive the following benefits:

- Company listed in marketing materials as event "Abolitionist Sponsor"
- (1) 10x10 Retail Booth Space and freedom to host customer engagement activities/product sampling
- Company Banners, Posters & Flyers can be posted and distributed during event
 - Company Name listed as the First Fridays in over 200 Radio spots on Cumulus Media
 - Company sponsorship announcement/recognition during featured broadcast interviews
 - Company logo branded on all promotional banners
 - Company Sponsorship acknowledgement in Press Release
- Company logo included in all media advertisements including the JuneteenthKC official website, social media, and marketing materials
- Company Name and/or logo included in 15,000 flyers and posters distributed throughout the Kansas City Metro and surrounding areas
 - Recognition of sponsorship from the mainstage during the event



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JuneteenthKC First Fridays
SMALL BUSINESS SPONSOR:
\$500.00

As the JUNETEENTH KC FIRST FRIDAYS "Small Business" Sponsor, your company will receive the following benefits:

- Company listed in marketing materials as event "Small Business Sponsor"
- (1) 10x10 Retail Booth Space and freedom to host customer engagement activities/product sampling
- Company Banners, Posters & Flyers can be posted and distributed during event
 - Company Sponsorship acknowledgement in Press Release
- Company logo included in any/all media advertisements including the JuneteenthKC official website, social media, and marketing materials
 - Company Name and/or logo included in 15,000 flyers and posters distributed
 - Recognition of sponsorship from the mainstage during the event



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JuneteenthKC Heritage Festival

PRESENTING SPONSOR:

\$10,000.00

As the "Presenting Sponsor", your company will exclusively receive the following benefits:

- Exclusive Branding and Company listed as the official event "Presenting Sponsor"
 - (1) 10x10 Retail Booth Space and freedom to host customer engagement activities/product sampling
 - Company Banners, Posters & Flyers can be posted and distributed during event
 - Five minute featured presentation on the "Mainstage" & (1) On-Site Contest
 - Company Name listed as "Presenting Sponsor" in over 200 Radio spots on Cumulus Media
 - (1) 30 Second LIVE Broadcast Announcement during festival activities
 - Company sponsorship recognition during featured broadcast interviews
- Logo Branding and sponsorship acknowledgement in over 500 Cable Spectrum, Comcast and AT&T Commercials reaching an audience of over 100,000
 - Company logo branded on all promotional banners to be displayed at festival entry points and at the "Mainstage"
 - Company Sponsorship acknowledgement in Press Release
- Company logo included in any/all media advertisements including the JuneteenthKC official website, social media, and marketing materials
 - Company Name and/or logo included in 15,000 flyers and posters distributed throughout the Kansas City Metro and surrounding areas
 - Logo Branding on Commemorative shirt
- Full page advertisement in the 2020 Rebirth of a Vision commemorative booklet



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JuneteenthKC Heritage Festival

LIBERTY SPONSOR:

\$5,000.00

As the "Liberty Sponsor", your company will receive the following benefits:

- Company listed as the official event "Liberty Sponsor"
- (1) 10x10 Retail Booth Space and freedom to host customer engagement activities/product sampling
- Company Banners, Posters & Flyers can be posted and distributed during event
 - Company Name listed as an official sponsor in over 200 Radio spots on Cumulus Media
 - Company sponsorship announcement/recognition during featured broadcast interviews
- Logo Branding and sponsorship acknowledgement in over 500 Cable Spectrum, Comcast and AT&T Commercials reaching an audience of over 100,000
 - Company Sponsorship acknowledgement in Press Release
- Company logo included in any/all media advertisements including the JuneteenthKC official website, social media, and marketing materials
 - Company Name and/or logo included in 15,000 flyers and posters distributed throughout the Kansas City Metro and surrounding areas
 - Recognition of sponsorship throughout the event
- Full page advertisement in the 2020 Rebirth of a Vision commemorative booklet



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JuneteenthKC Heritage Festival

GRIOT SPONSOR:

\$2,500.00

As the "Griot Sponsor", your company will receive the following benefits:

- Company listed as the official event "Griot Sponsor"
- (1) 10x10 Retail Booth Space and freedom to host customer engagement activities/product sampling
 - Company Banners, Posters & Flyers can be posted and distributed during event
- Company Name listed as an official sponsor in over 200 Radio spots on Cumulus Media
- Company sponsorship announcement/recognition during featured broadcast interview segments
 - Company Sponsorship acknowledgement in Press Release
- Company logo included in any/all media advertisements including the JuneteenthKC official website, social media, and marketing materials
 - Company Name and/or logo included in 15,000 flyers and posters distributed throughout the Kansas City Metro and surrounding areas
 - Recognition of sponsorship throughout the event
- 1/2 Page advertisement in the 2020 Rebirth of a Vision commemorative booklet



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JuneteenthKC Heritage Festival

SMALL BUSINESS SPONSOR:

\$500.00

As the "Small Business" Sponsor, your company will receive the following benefits:

- Company listed as the official event "Small Business Sponsor"
 - (1) 10x10 Retail Booth Space
- Company Sponsorship acknowledgement in Press Release
- Company logo included in media advertisements including the JuneteenthKC official website, social media, and marketing materials
- Company Name and/or logo included in 15,000 flyers and posters distributed throughout the Kansas City Metro and surrounding areas
 - Company Banners, Posters & Flyers can be posted and distributed during event
- Recognition of sponsorship throughout the event



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JuneteenthKC 2020 OFFICIAL WISH LIST

- **Bottled Water** (*50-75 cases*)
- **Parks & Recreation Stage Coach Rental**
- **Promotional Items for Promotional Events**
(*Pens, Magnets, Keychains, Collateral Materials*)
 - **Breakfast Items to feed 30-40**
(*Bagels, Doughnuts, Cream Cheese, Orange Juice/Coffee*)
 - **Lunch Items to feed 30-40**
(*Sandwich Meat, Bread, Chips, Soda, Cookies/Sweets*)
 - **Condiments**
(*Cream Cheese, Mayonnaise, Spicy Mustard, Sandwich Dressings*)
 - **Veggie Trays (4-5 large Trays)**
- **Float Construction & Parade Decoration Materials**
- **Paper Goods (Kleenex- 5/6 boxes, Paper towels 4/5 rolls, Plates/Cups 150)**
 - **First Aid Kits (4)**
 - **Office Supplies**
(*2 boxes of pens, 1-pack of 6 black sharpies, blank paper, and construction paper*)
 - **Long Range Walkie-Talkies (15)**
 - **Golf Carts (6)**
 - **T-Shirts (500 **Various Sizes**)**
- **Gift Cards to Home Depot/Hobby Lobby/US TOY**
 - **Trash Containers/Trash Liners**



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Sponsorship Commitment Form

Business Name: _____

Address: _____

Phone #: _____

Email Address: _____

Method of Payment: (Mark One) Check (Check # _____)
 Money Order (Order # _____)
 Credit Card (Please contact 816-673-0004 for processing)

ALL FORMS OF PAYMENT MUST BE PAYABLE TO:
JUNETEENTH KC (a 501c3 Organization)
 PO BOX 46147 Kansas City, MO 64134

- I wish to be a JuneteenthKC **Parade "Presenting Sponsor"** (\$5,000.00)
- I wish to be a JuneteenthKC **Parade "Emancipation Sponsor"** (\$2,500.00)
- I wish to be a JuneteenthKC **Parade "Support Sponsor"** (\$1,000.00)
- I wish to be a JuneteenthKC **Parade "Small Business Sponsor"** (\$500.00)

- I wish to be a JuneteenthKC **First Fridays "Presenting Sponsor"** (\$5,000.00)
- I wish to be a JuneteenthKC **First Fridays "Support Sponsor"** (\$2,500.00)
- I wish to be a JuneteenthKC **First Fridays "Abolitionist Sponsor"** (\$1,000.00)
- I wish to be a JuneteenthKC **First Fridays "Small Business Sponsor"** (\$500.00)

- I wish to be a JuneteenthKC **Festival "Presenting Sponsor"** (\$10,000.00)
- I wish to be a JuneteenthKC **Festival "Liberty Sponsor"** (\$5,000.00)
- I wish to be a JuneteenthKC **Festival "Griot Sponsor"** (\$2,500.00)
- I wish to be a JuneteenthKC **Festival "Small Business Sponsor"** (\$500.00)

Print Name: _____

Signature: _____



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