



May 2022

Dear Community Partner:

Juneteenth commemorates June 19, 1865, when Union soldiers brought the news of freedom to enslaved Black people in Galveston, Texas, two months after the Confederacy had surrendered. That was also about two and a half years after the Emancipation Proclamation freed the enslaved in the Southern states. Juneteenth is a multi-cultural celebration of the triumph of the human spirit over the cruelty of slavery.

For many years, Juneteenth has been largely under-recognized and under-celebrated, but in 2021, the U.S. Congress passed and the President signed the Juneteenth National Independence Day Act making June 19<sup>th</sup> the 12<sup>th</sup> federal holiday. For decades, Juneteenth has been observed in Lubbock and this year will be no exception. **The 2022 Rise Up Lubbock Juneteenth Celebration will be held Thursday, June 16<sup>th</sup> through Sunday, June 19<sup>th</sup>.**

Thousands of individuals and families will participate in this year's Celebration which will include the Mr. & Mrs. Juneteenth Pageant, Senior Citizens' Breakfast, parade, the StarCare Specialty Health System Health Fair, information fair, entertainment, vendors, the H-E-B Fireworks Show, and more. We invite you to review the sponsorship opportunities and join us in making this year's celebration the best by becoming a sponsor.

Please feel free to contact us at [lubbockjuneteenth@gmail.com](mailto:lubbockjuneteenth@gmail.com) with any questions.

Sincerely,

Handwritten signature of D'Juana McPherson in black ink.

D'Juana McPherson  
Chair  
Lubbock Juneteenth Celebration Committee

Handwritten signature of Cory S. Powell in black ink.

Cory S. Powell  
Co-Chair  
Lubbock Juneteenth Celebration Committee



# SPONSORSHIPS OPPORTUNITIES

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## Title Sponsor | \$15,000

- Designated as the 2022 Lubbock Juneteenth Celebration Title Sponsor
- Recognition as Title Sponsor on official website and future advertisement
- Opportunities to give remarks at all 2022 Juneteenth events
- Banner on stage June 18<sup>th</sup> - 19<sup>th</sup>
- 20 tickets to Mr. and Ms. Juneteenth Pageant
- Full page ad in Pageant program
- One parade entry
- Premium tables in park, June 18<sup>th</sup>
- Logo on official event T-shirt
- First Right of Refusal for 2023 Title Sponsorship

## Fireworks Sponsor | \$10,000

- Designated as the 2022 Lubbock Juneteenth Celebration Fireworks Sponsor
- Recognition as Fireworks Sponsor on official website and future advertisement
- Opportunity to give remarks and introduction of fireworks show on June 19<sup>th</sup>
- Banner on stage June 18<sup>th</sup> - 19<sup>th</sup>
- 10 tickets to Mr. and Ms. Juneteenth Pageant
- Full page ad in Pageant program
- One parade entry
- Premium tables in park, June 18<sup>th</sup>
- Logo on official event T-shirt
- First Right of Refusal for 2023 Fireworks Sponsorship

### **Juneteenth Pageant & Dinner Presenting Sponsor | \$7,500**

- Designation as 2022 Juneteenth Pageant & Dinner Presenting Sponsor
- Recognition as Pageant Sponsor on official website and future advertisement
- Opportunity to give remarks at pageant
- 16 tickets to Mr. and Ms. Juneteenth Pageant
- Full page ad in Pageant printed program
- Banner at Park
- One parade entry
- One information table in park, June 18<sup>th</sup>
- Logo on event T-shirt

### **Tent Sponsor | \$7,000**

- Designated as Tent Sponsor for Juneteenth Celebration through signage
- Recognition as Pageant Sponsor on official website and future advertisement
- 8 Tickets to Mr. and Ms. Juneteenth Pageant
- Half page Ad in Pageant program
- Banner at Park
- One Parade entry
- One information table in park, June 18<sup>th</sup>
- Logo on event T-shirt

### **Saturday Stage Sponsor | \$6,500**

- Recognition as Saturday Stage Sponsor on official website and future advertisement
- Opportunity to give remarks and introduce Grammy® nominated guest artist- Don Diego
- Banner on stage June 18<sup>th</sup>
- 6 tickets to Mr. and Ms. Juneteenth Pageant and quarter page ad in Pageant program
- One Parade entry
- One information table in park, June 18<sup>th</sup>
- Logo on official event T-shirt

### **Sunday Stage Sponsor | \$6,500**

- Recognition as Sunday Stage Sponsor on official website and future advertisement
- Opportunity to give remarks and introduce musical entertainment
- Banner on stage June 19<sup>th</sup>
- 6 tickets to Mr. and Ms. Juneteenth Pageant and quarter page ad in Pageant program
- One Parade entry
- One information table in park, June 18<sup>th</sup>
- Logo on official event T-shirt

### **Kids' Fun Zone Sponsor | \$6,000**

- Recognition as Kids' Fun Zone sponsor on official website
- Park signage in designated area
- 3 tickets to Mr. and Mrs. Juneteenth Pageant and quarter page ad in Pageant program
- One Parade entry
- One information table in park, June 18<sup>th</sup>
- Logo on official event T-shirt and Sponsors banner

*The Kids' Fun Zone will include supervised air jumpers, face-painting, contests, games, and other age-appropriate activities.*

### **Health Fair Presenting Sponsor | \$5,000**

- Recognition as Health Fair Presenting Sponsor on official website and future advertisement
- Park signage in designated area
- One Parade entry
- One information table in park, June 18<sup>th</sup>
- Logo on official event T-shirt and Sponsors banner

### **Cooling/Refreshing Station Sponsor | \$2,500**

- Recognition as Cooling/Refreshing Station Sponsor on official website and future advertisement
- One table at the park
- Park signage in designated area
- One Parade entry
- Logo on official event T-shirt and Sponsors banner

### **Official Lubbock Juneteenth Celebration T-shirts Sponsor | \$2,500**

- Top listing of name/logo on official 2022 Lubbock Juneteenth Celebration
- One Parade entry
- One information table in park, June 18<sup>th</sup>
- Logo on official event T-shirt and Sponsors banner

### **Hot Dog Eating Contest Sponsor | \$2,000.00**

- Recognition as Hot Dog Eating Contest Sponsor on official website and future advertisement
- Opportunity to host contest in park on June 18<sup>th</sup>
- One information table in park, June 18<sup>th</sup>
- One Parade entry
- Logo on official event T-shirt and Sponsors banner

**Freedom Sponsor | \$1,500.00**

- Parade Entry
- One information table in park, June 18<sup>th</sup>
- Logo on official event T-shirt and Sponsors banner

**Liberty Sponsor | \$1,000**

- One information table in park, June 18<sup>th</sup>
- Logo on official event T-shirt and Sponsors banner

**Supporting Sponsor | \$500**

- Logo on official Sponsors banner

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**Checks Should Be Made Payable to:**

**East Lubbock Community Alliance**

501c3 nonprofit organization

EIN #84-5018211

**Mail to:**

Lubbock Juneteenth Committee

P.O. Box 65142

Lubbock, TX

79464

**Email:** lubbockjuneteenth@gmail.com

**Sponsorship Level:** \_\_\_\_\_

**Company/Organization Name:** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_

\_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Contact Email:** \_\_\_\_\_

**Contact Phone:** \_\_\_\_\_