



January 20, 2026

Dear Community Partner:

Plans are underway for the **2026 Rise Up Lubbock Juneteenth Celebration**, taking place **June 18–21, 2026**. This annual, citywide event is a multicultural and intergenerational celebration that brings together thousands of individuals and families from across our community.

Throughout the four-day celebration, attendees will enjoy a wide range of activities, including the **youth night, The Reunion Cookout, Senior Breakfast, Juneteenth Parade, StarCare Specialty Health System Health Fair, Community Information Fair, live entertainment, the H-E-B Fireworks Show, a gospel music celebration**, and much more.

Juneteenth commemorates June 19, 1865, the day Union soldiers arrived in Galveston, Texas, with news of freedom for the enslaved—more than two months after the Confederacy surrendered and two and a half years after the Emancipation Proclamation. This historic milestone celebrates resilience, freedom, and the enduring strength of the human spirit.

We invite you to review the enclosed sponsorship opportunities and consider partnering with us. With your support, we anticipate that the 2026 celebration will be our largest and most impactful event to date. If you have any questions or would like additional information, please feel free to contact us at **lubbockjuneteenth@gmail.com**.

Thank you for your time and consideration. We look forward to the possibility of working together to make this celebration truly unforgettable.

Sincerely,

A handwritten signature in black ink that reads "Djuana McPherson".

Co-Chair
Lubbock Juneteenth Committee

A handwritten signature in black ink that reads "Cory S. Powell".

Co-Chair
Lubbock Juneteenth Committee



2026 SPONSORSHIPS OPPORTUNITIES

Title Sponsor | \$20,000

- Designated as the 2026 Lubbock Juneteenth Celebration Title Sponsor.
- Recognition as Title Sponsor on the official website, social media, and future advertisements.
- Opportunities to speak at all 2026 Juneteenth events.
- Banner on stage on Friday and Saturday
- One parade entry.
- Premium tables in park on Friday and Saturday.
- Logo on sponsors' banner and official celebration t-shirt worn by volunteers.
- First Right of Renewal for 2027 Title Sponsorship.

Fireworks Sponsor | \$15,000

- Designated as the 2026 Lubbock Juneteenth Celebration Fireworks Sponsor.
- Recognition as Fireworks Sponsor on the official website, social media, and future advertisements.
- Opportunity to introduce and give official count down for fireworks show on June 20th.
- Banner on stage on Friday and Saturday
- One parade entry.
- Premium tables in park during Freedom Fest
- Logo on sponsors' banner and official celebration t-shirt worn by volunteers.
- First Right of Renewal for 2027 Fireworks Sponsorship.

Tents Sponsor | \$10,000

- Designated as Tents Sponsor for Juneteenth Celebration through signage.
- Recognition as Tents Sponsor on the official website and social media and advertisement.
- Banner on Stage Friday and Saturday
- One parade entry
- One information table in park during Freedom Fest
- Logo on sponsors' banner and official celebration t-shirt worn by volunteers.

The Reunion Cookout Sponsor | \$7,500

- Designated as official of The Reunion Cookout Sponsor (Friday, June 19th) in park through signage.
- Recognition on the official website, social media, and advertisements.
- Opportunity to speak during The Reunion Cookout on Friday evening.
- Banner in park on serving tent on Friday.
- One parade entry
- One information table in park on Saturday, June 20th
- Logo on sponsors' banner and official celebration t-shirt worn by volunteers.

Freedom Fest Entertainment Sponsor | \$7,500

- Recognition as Freedom Fest Entertainment Sponsor on the official website and future advertisements.
- Opportunity to give remarks and introduce musical entertainment.
- Banner on stage on Friday and Saturday
- One Parade entry
- One information table during Freedom Fest
- Logo on sponsors' banner and official celebration t-shirt worn by volunteers.

Kids' Fun Zone Sponsor | \$6,500

- Recognition as Kids' Fun Zone sponsor on the official website
- Park signage in designated area and logo on sponsors' banner.
- One Parade entry
- One information table in park
- Logo on sponsors' banner and official celebration t-shirt worn by volunteers.

The Kids' Fun Zone will include supervised age-appropriate activities.

Health Fair Presenting Sponsor | \$6,000

- Recognition as Health Fair Presenting Sponsor on the official website, social media, and future advertisements.
- Park signage in designated area
- Logo on sponsors' banner.
- One Parade entry
- One information table in health fair tent
- Logo on sponsors' banner and official celebration t-shirt worn by volunteers.

Sunday Gospel Celebration Sponsor | \$5,000

- Recognition as Leading Sponsor of Sunday evening's Gospel Celebration in the Lubbock Memorial Civic Center Theater on the official website, social media, and future advertisements.
- Opportunity to give remarks and introduce special guest- Will Johnson (*Choir Rehearsal With Friends*).
- Banner on stage during Freedom Fest and Freedom Celebration.
- One parade entry
- One information table in park on Saturday
- Logo on sponsors' banner and official celebration t-shirt worn by volunteers.

Printing Sponsor | \$4,000

- Recognition as 2026 Juneteenth Celebration Printing Sponsor on the official website, social media, all printed materials, and future advertisements.
- One parade entry.
- One information table in park during Freedom Fest
- Logo on sponsors' banner and official celebration t-shirt worn by volunteers.

Celebration T-shirts Sponsor | \$3,500

- Top listing of name/logo on official 2026 Lubbock Juneteenth Celebration T-shirts which will be worn by volunteers.
- Recognition as T-Shirt Sponsor on the official website and future advertisements.
- One Parade entry
- One information table in park during Freedom Fest
- Logo on sponsors' banner

Transportation Sponsor | \$3,500

- Logo/name signage on all official golf carts that will be utilized during events on Friday and Saturday.
- Recognition as Transportation Sponsor on the official website, social media, and future advertisements.
- One parade entry
- One information table in park during Freedom Fest
- Logo on sponsors' banner and official celebration t-shirt worn by volunteers.

Senior Breakfast Sponsor | \$3,000

- Recognition as Saturday's Senior Breakfast (for seniors 62 and older) on the official website, social media, and advertisements.
- One table in park during Freedom Fest
- One Parade entry.
- Logo on sponsors' banner and official celebration t-shirt worn by volunteers.

Cooling Station Sponsor | \$3,000

- Park signage in designated Cooling/Refreshing Station Tent.
- Recognition as Cooling/Refreshing Station Sponsor on the official website and future advertisements.
- One table in Cooling Station during Freedom Fest
- One Parade entry.
- Logo on sponsors' banner and official celebration t-shirt worn by volunteers.

Security Sponsor | \$3,000

- Recognition as Security Sponsor on the official website and future advertisements.
- One Parade entry.
- Logo on sponsors' banner and official celebration t-shirt worn by volunteers.

Volunteer/Hospitality Sponsor | \$2,500

- Designated signage/banner in Volunteer/Hospitality Tent.
- Recognition as Volunteer/Hospitality Sponsor on the official website, social media, and future advertisements.
- One Parade entry.
- Logo on sponsors' banner and official celebration t-shirt worn by volunteers.

Ice Cream Eating Contest Sponsor | \$2,000.00

- Recognition as Ice Cream Eating Contest Sponsor on the official website, social media, and future advertisement
- Opportunity to host contest in park.
- One Parade entry
- Logo on sponsors' banner and official celebration t-shirt worn by volunteers.

Freedom Sponsors | \$1,500

- Parade Entry
- One information table in park
- Logo on sponsors' banner and official celebration t-shirt worn by volunteers.

Liberty Sponsors | \$1,000

- One information table in park
- Logo on sponsors' banner and official celebration t-shirt worn by volunteers.

Supporting Sponsors | \$500

- Logo on sponsors' banner and official celebration t-shirt worn by volunteers.
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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: _____