

December 18, 2023



Greetings Potential Sponsor,

Originating in Galveston, Texas on June 19th, 1866, following Abraham Lincoln's Emancipation Proclamation in 1862, where the executive order was issued to officially outlaw slavery, Juneteenth was created. This holiday, also known as Freedom Day, celebrates the emancipation of those enslaved in the United States. Although Juneteenth celebrates the end of slavery, it was not until the ratification of the Thirteenth Amendment to the Constitution that chattel slavery was abolished nationwide. This holiday is the "longest running African American holiday" and has been celebrated with the goal to educate and celebrate community.

As we strive to celebrate and honor the diversity of all Contra Costa County cities and their history, Juneteenth is a celebration to be held with as much respect as 4th of July celebrations go forth. With that said, a host of community members have collaborated to create a Juneteenth celebration for our communities. Last year, we hosted an amazing 3-day long event at the Contra Costa County Event Park, formerly the Fairgrounds in Antioch. This event consisted of a full program with entertainment and speakers from throughout our community, and an array of food and craft vendors including health and wellness booths. We are looking to continue to grow the event and need your support so that we will be able to make this a long-lasting annual celebration for East Contra Costa County. This year's celebration will be held on Wednesday, June 19th at Brentwood City Park. Texas Rep. Al Edwards stated, "Every year we must remind successive generations that this event triggered a series of events that one by one defines the challenges and responsibilities of successive generations. That's why we need this holiday". We look forward to your support and participation in this year's Let Freedom Ring East County Juneteenth Celebration showcasing, "The Power of Our Village".

For more information on sponsorship please contact: EastCountyJuneteenth@gmail.com Please make your checks payable to: 4 Ever Me Foundation Tax ID# 87-1884487 Mailing Address: 2601 Gazelle Court, Antioch, CA 94531

Thank you,

Claryssa Wilson, Event Facilitator/Chair



East County Juneteenth 2024- Sponsor Levels

Celebration of Freedom Title sponsor- \$30,000

- Acknowledgement/advertisement on all publications (flyer, program, displayed signage on stage) - If a business or organization, 1 vendor space is included
- Acknowledgement through media mentions
- Acknowledgement during program
- 6 tickets to the VIP Sponsor Reception

Breaking the Chains sponsor-\$20,000

- Acknowledgement/advertisement on publications (flyer, program, signage displayed near stage) - If a business or organization, 1 vendor space is included
- Acknowledgement during program
- 4 tickets to the VIP Sponsor Reception

Victory sponsor -\$10,000

- Acknowledgement/ advertisement on publications (flyer and program) - Acknowledgement during program
- 2 tickets to the VIP Sponsor Reception

Unity sponsor -\$5,000

- Acknowledgement on and during program only

Juneteenth supporter sponsor - \$1000 and below

- Acknowledgement during program only

Please keep in mind:

- If vendor space is provided, vendor MUST be self-contained and bring: (table, chairs, pop up tent, sanitation products, etc)
- Vendor space information will be sent via our email Eastcountyjuneteenth@gmail.com • All signage that will be displayed on stage or next to stage MUST be provided to us before the start of the event between 8am-10am.
- Signage displayed on stage MUST be NO LARGER THAN 4X6 (banner or sign) ○ Signage displayed next to stage MUST also be NO LARGER THAN 8 ft (banner)

For more information, please email: Eastcountyjuneteenth@gmail.com