



Greetings Prospective Sponsors,

The spirit of Independence, freedom and pride returns to Kansas City June 2017 with the Official Kansas City Juneteenth Community Heritage Festival in the Historic 18th & Vine Jazz District on Saturday, June 17th!!!

The JuneteenthKC Planning committee is extremely excited to announce our celebration will now include a diverse array of activities throughout the ENTIRE MONTH OF JUNE including the highly requested Juneteenth Cultural Parade.

Celebrated throughout the United States, “Juneteenth” commemorates the signing of the Emancipation Proclamation by President Abraham Lincoln in 1863 and promotes the American ideals of cultural diversity and a healthy pluralistic society. This cultural heritage celebration will include youth educational activities, adult workshops, community service awards, musical entertainment, food and other activities sponsored by Legacy Development, the KC Juke House, the Black Economic Union of Greater Kansas City, KC Parks & Recreation, the American Jazz Museum, the Negro Leagues Baseball Museum, the Nelson Atkins Museum of Art and various stakeholders within the Historic 18th & Vine Jazz District.

The 2017 JuneteenthKC Festival Committee, JuneteenthKC Parade Committee and event partners appreciate your support of our city-wide Juneteenth celebration by contributing monetarily, providing branded products listed on our attached celebration wish list and by participating in our Cultural Parade & Festival Celebration from 10:00 am-10:00 pm on Saturday, June 17th.

This unique opportunity provides your business/organization with a full day of visibility to more than 10,000 residents and tourists. In exchange for your sponsorship, your entity will be in all marketing materials, on our website and recognized during all event activities.

Our fundraising goal is \$30,000 to successfully execute this year’s program. Please see the attached document for the various sponsorship levels.

For more information, call 816-673-0004, or email juneteenthkc@gmail.com. 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 assistance for this unique cultural event.

Sincerely,

Makeda C. Peterson,
JuneteenthKC Program Coordinator

JuneteenthKC Sponsorship Grid					
Sponsorship Incentives	Platinum \$10,000	Gold \$5,000	Silver \$2,500	Bronze \$1,000	Community Supporter \$500
<i>Exclusivity Sales</i>	Yes				
<i>(1) 30 Second Pre-Produced Broadcast Announcement with Featured Company Details</i>	Yes				
<i>(1) 30 Second LIVE Broadcast Announcement during Festival/Parade Activities with Featured Company Details</i>	Yes	Yes			
<i>20 Minute Product Demonstration or Company Feature Segment LIVE on the Mainstage</i>	Yes				
<i>One Promotional Booth (samples, retail products, and giveaway item distribution) Power available upon request</i>	Yes	Yes			
<i>Onsite Signage Posting options within Festival/Parade Grounds and placement opportunities at program partner venues</i>	Yes	Yes	Yes		
<i>Company Mascot/Street Team marketing activities, client recruitment, and outreach activities within Festival & Parade Grounds</i>	Yes	Yes	Yes		
<i>15 Second Pre-Produced Broadcast Sponsorship Tag with Company Mention & Contact Details</i>	Yes	Yes	Yes		
<i>Company Sponsorship Announcement on Broadcast Ads, Public Service Announcements and Sponsorship Tags</i>	Yes	Yes	Yes	Yes	
<i>Logo Branding on Official Mainstage & Entry Gate Signage (Freedom to display general company signage around Mainstage)</i>	Yes	Yes	Yes		
<i>Listing/Official Mention as "JuneteenthKC Presenting Event Sponsor" in press releases and broadcast interviews</i>	Yes	Yes	Yes		
<i>Discounted Promotional Booth Pricing</i>			Yes	Yes	Yes
<i>Logo Branding/Quick Link to company webpage on event website homepage and ticketing website application</i>	Yes	Yes	Yes	Yes	
<i>Logo Branding on all: print materials, event brochures, flyers/posters, postcard mailers, promotional banners and marketing materials</i>	Yes	Yes	Yes	Yes	Yes
<i>VIP Tickets to Sponsor Reception & Parking Pass</i>	Yes (15 tickets)	Yes (10 tickets)	Yes (6 tickets)	Yes (4 tickets)	Yes (2 tickets)



Sponsorship Form

Business Name/Contact: _____

Address: _____

Phone #: _____

Email Address: _____

Method of Payment (**mark one**) Check or Money Order (included)-

PAYABLE TO: JUNETEENTHKC (a 501c3 organization)

Sponsorship Options:

I wish to be a ***JuneteenthKC Festival -Gold Sponsor-*** \$ 10,000 Value

I wish to be a ***JuneteenthKC Cultural Parade -Gold Sponsor-*** \$ 10,000 Value

I wish to be a ***JuneteenthKC Festival -Platinum Sponsor-***\$5,000 Value

I wish to be a ***Juneteenth KC Cultural Parade -Platinum Sponsor-***\$5,000 Value

I wish to be a ***JuneteenthKC Festival- Silver Sponsor-*** \$2,500 Value

I wish to be a ***Juneteenth KC Cultural Parade -Silver Sponsor-*** \$2,500 Value

I wish to be a ***JuneteenthKC Festival -Bronze Sponsor-*** \$1,000 Value

I wish to be a ***JuneteenthKC Cultural Parade -Bronze Sponsor-*** \$1,000 Value

I wish to be a ***JuneteenthKC Festival -Community Supporter Sponsor-*** \$ 500.00 Value

I wish to be a ***JuneteenthKC Cultural Parade -Community Supporter Sponsor-*** \$ 500.00 Value

I would like to split my contribution _____% to the ***JuneteenthKC Festival*** and _____% to the ***JuneteenthKC Cultural Parade***

Print Name: _____

Signature: _____

Additional Questions??

Contact Makeda Peterson @ 816-673-0004



JuneteenthKC 2017

WISH LIST

- Bottled Water (25-30 cases)
- Parks & Recreation Stage Coach Rental
 - 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, construction paper)
- Long Range Walkie-Talkies (15)
 - Golf Carts (4)