THE LONG BEACH JUNETEENTH CELEBRATION

JUNE 19TH 11a.m. - 4p.m. PST

DOWNTOWN LONG BEACH
HISTORIC PINE AVENUE

INVEST

SPONSOR

SUPPORT

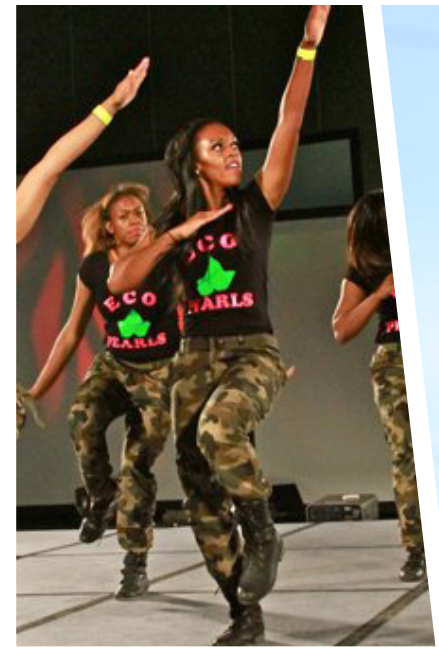
INVEST | SPONSOR | SUPPORT

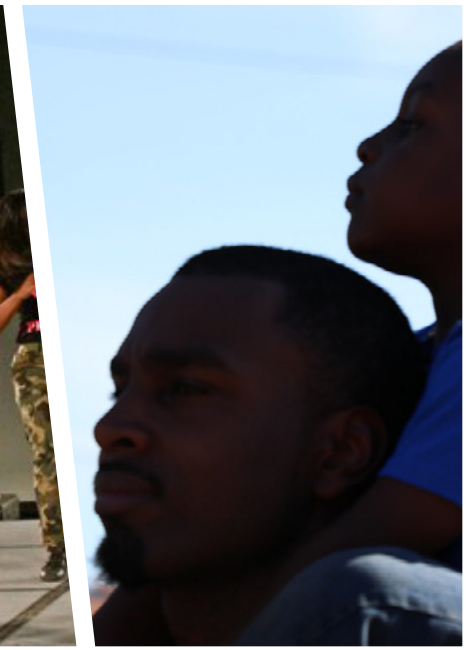
We are excited to invite you to be part of the 2021 Long Beach Juneteenth Celebration, a project which we believe is completely aligned with your values and mission. We are excited to bring this year's event to Historic Pine Avenue in Downtown Long Beach, which will be filled with music, poetry, dance, and community, and will set a standard of excellence for events of its kind. It will also activate a downtown that has struggled under the strain of COVID-19 restrictions and bring restoration after the protests that followed the killing of George Floyd.

The events since George Floyd's death have been a vivid reminder of the depths of systemic racism in our country. As the majority of people in the United States and all over the world come to acknowledge that racism has deep roots in our history, advocates and allies are more important than ever. Collectively, we must be intentional about elevating faces, voices, events and causes that celebrate African Americans in this country. The Long Beach Juneteenth Celebration offers the perfect opportunity to celebrate, educate, and commemorate the ending slavery in the United States. We hope that you partner with us to bring an unforgettable event to life in our city!

Sincerely,

Carl Kemp





ABOUT

Juneteenth is the oldest nationally celebrated commemoration of the ending of slavery in the United States. Dating back to 1865, it was on June 19th that the Union soldiers, led by Major General Gordon Granger, landed at Galveston, Texas, with news that the war had ended and that the enslaved were now free. Note that this was two and a half years after President Lincoln's Emancipation Proclamation, which had become official on January 1, 1863.

The Emancipation Proclamation had little impact on the Texans due to the minimal number of Union troops to enforce the new executive order. However, with the surrender of General Lee in April of 1865 and the arrival of General Granger's regiment, the forces were finally strong enough to influence and overcome the resistance.

JUNETEENTH NOW CELEBRATES AFRICAN AMERICAN FREEDOM AND ACHIEVEMENT WHILE ENCOURAGING CONTINUOUS SELF-DEVELOPMENT AND RESPECT FOR ALL CULTURES.

Today, we are proud that Long Beach will put together its biggest Juneteenth celebration yet.

We invite you to get involved and support Juneteenth by participating in this epic event.

OUR GOALS ALIGN

EDUCATION

We need to educate ourselves about Juneteenth and; the accomplishments of African Americans throughout history and today.

SUPPORT

Support African American entrepreneurs. It is important to have meaningful dialogue about the current climate of African Americans in the United States and the world we live in.

CHANGE MINDSETS

To change the mindsets of people requires being more intentional, aware, and habitual in celebrating the accurate history of African Americans in this country

INFLUENCE EQUITY

We need to create more systems and pathways for Black-owned businesses and to attract allies to support, sponsor and collaborate in the business growth and acceleration.

THE LONG BEACH JUNETEENTH CELEBRATION

SPONSORSHIP

OPPORTUNITIES

TRAILBLAZER
$25,000

Sponsorship recognition at live event
Full page advertisement on screen for virtual event
(60-second video Optional)

Continuous company logo watermark on-screen for virtual event

Name on banners throughout live event (top positioning)

Recognition in all event promotion, website, and social media

Recognition and remarks on stage at live event (optional video message)

Listed as “Trailblazer” sponsor with a 10 X 10 tent, 1 table and 2 chairs

100 reserved tickets for guests

JUBILEE
$15,000

Sponsorship recognition at live event

Full page advertisement on screen for virtual event
(30-second video optional)

Name on banners throughout live event (second tier positioning)

Listed as “Jubilee” Sponsor with a 10 X 10 tent, 1 table and 2 chairs

75 reserved tickets for special guests

SPIRIT
$10,000

Sponsorship recognition at live event

Half page advertisement on screen for virtual event

(15-second video optional)

Name on banner at live event (third tier)

Listed as “Spirit of

Juneteenth Sponsor”

50 reserved tickets for special guests

ALLY
$5,000

Sponsorship recognition at live event

Name on banner at live event (fourth tier)

Listed as “Ally Sponsor”

25 reserved tickets for special guests

FRIEND
$1,000

Name on banner at live event (fifth tier)

Listed as “Friend”

15 reserved tickets for special guests

INVEST

THE LONG BEACH JUNETEENTH CELEBRATION

	$25,000 TRAILBLAZER	$15,000 JUBILEE	$10,000 SPIRIT	$5,000 ALLY	$1,000 FRIEND
CUSTOMIZED EXCLUSIVE MARKETING CONTENT: Pre, during, and post event content collateral that will be customized to meet your brand's objectives to attract, acquire, and engage your target audience. Enjoy the benefits of owning select creative marketing content instead of renting it.	✊				
Sponsorship recognition at live event	✊	✊	✊	✊	
On-screen advertisement on screen for virtual event (*second video optional)	60*	30*	15*		
Continuous company logo watermark for virtual event	✊	✊			
Name on banners at live event	✊	✊	✊	✊	✊
Recognition in all event promotion, website, and social media	✊				
Recognition and remarks on stage at live event (optional video message)	✊				
Sponsor 10 X 10 tent, 1 table and 2 chairs	✊	✊			
Listed as "Sponsor"	✊	✊	✊	✊	✊
Reserved tickets for guests	100	75	50	25	15

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Contact:

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