



Greetings Prospective Sponsors,

The spirit of independence, freedom and pride invites the nation to join us, June 2020, for Kansas City's FIRST JuneteenthKC Virtual emancipation celebration! JuneteenthKC is proud to announce that despite the need to postpone outdoor festivities until 2021 due to COVID-19 we are moving forward with developing Kansas City's official city-wide virtual celebratory activities to be hosted throughout the month of June on virtual platforms such as our website, Facebook, Instagram, and more!! JuneteenthKC aims to host a diverse array of virtual engagement activities with community partners such as the Nelson Atkins Museum of Art, the Black Archives of Mid-America INC, the American Jazz Museum and social agencies will stream cultural content weekly! JuneteenthKC will also be hosting activities throughout the month of June featuring:

- "JuneteenthKC Weekly Virtual Engagements" (June 1-June 30th)
- "JuneteenthKC Virtual Festival" (Saturday, June 20th)

JuneteenthKC is a not-for-profit organization established to celebrate the liberation of African Americans from slavery in the United States since 1863 in addition to hosting community events that positively promote African American achievements and advancement year round. "Juneteenth" which is celebrated throughout the United States commemorates the signing of the Emancipation Proclamation by President Abraham Lincoln and promotes the American ideals of cultural diversity and a healthy pluralistic society.

This year's activities will feature FREE virtual workshops, national speaker forums, community service acknowledgements, family friendly activities, in addition to connecting participants to the plethora of supportive service resources available throughout the Mid-West region. The JuneteenthKC planning committee is extremely excited to share that 2020's virtual agenda will also feature a diverse array of community engagement activities/resources that will evoke cultural traditions and a sense of unity that was once prevalent within the 18th & Vine Historic Jazz District.

The 2020 JuneteenthKC Festival Committee and event partners greatly appreciate your support of this global virtual celebration by contributing monetarily, providing branded products listed on our attached "Celebration Wish List" and actively participating in our Virtual Festival Celebration (June 20th).

This unique opportunity provides your business/organization with MULTIPLE days of brand visibility opportunities to reach OVER 10,000 participants ACROSS THE GLOBE. In exchange for your sponsorship, your entity will be included in our official marketing materials, on our website and formally recognized during event activities. Our fundraising goal is \$15,000.00 to successfully execute this year's virtual program. Please see the attached documents

for the various sponsorship levels available to support our program events. 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 support to continue to host this unique heritage event that has become one of Kansas City's oldest cultural celebrations and community traditions!

Sincerely,

Makeda C. Peterson
JuneteenthKC Program Director



JuneteenthKC Virtual Celebration

PRESENTING SPONSOR:

\$5,000.00

As the "Presenting Sponsor", your company will receive the following benefits:

- Exclusivity Branding
- Company Name/logo listed as the "Presenting Sponsor" on all virtual platforms
- Company Logo branded on the official JuneteenthKC Mobile Application & Partner Applications
available for android & Iphone users
- Company Name included in over 200 Radio spots on Cumulus Media
- (4) 30 Second Sponsorship Announcements during the JuneteenthKC Virtual Festival featured activities June 20th (11:00-9:00 pm)
- Company sponsorship recognition during featured virtual workshops/speaking engagements
throughout the month of June hosted by programming partners and the City of Kansas City, Missouri
- Company Sponsorship acknowledgement in Press Release
- Company Name and/or logo included in all sponsored social media paid ad campaigns
- Freedom to host a virtual promotional activity/contest during the virtual celebration
- Logo Branded on JuneteenthKC home page banner and featured company information
- Your business website Hyperlink incorporated on website that drives traffic to your business site
- Opportunity for a member of your organization to provide featured content (60 second commercial) and provide a personal Juneteenth anecdote/experience to be featured on all virtual platforms that highlight your organizations impact!



JuneteenthKC Virtual Celebration
EMANCIPATION SPONSOR:
\$2,500.00

As the “Emancipation Sponsor”, your company will receive the following benefits:

- Company Name/logo listed as the “Emancipation Sponsor” on all JuneteentKC virtual platforms
- Company Logo branded on the official JuneteenthKC mobile application & partner mobile applications available for Android & Iphone users
- Company Name included in over 200 radio spots on Cumulus Media
- (2) 30 Second Sponsorship Announcements during the JuneteenthKC Virtual Festival featured activities June 20th (11:00-9:00 pm)
- Company sponsorship recognition during featured virtual workshops/speaking engagements throughout the month of June hosted by programming partners and the City of Kansas City, Missouri
- Company Sponsorship acknowledgement in Press Release
- Company Name and/or logo included in all sponsored social media paid ad campaigns
- Freedom to host a virtual promotional activity/contest during the virtual celebration
- Logo Branded on JuneteenthKC homepage banner with hyperlink to your business site
- Opportunity for a member of your organization to provide featured content (60 second commercial) and provide a personal Juneteenth anecdote/experience to be featured on all virtual platforms that highlight your organizations impact!



JuneteenthKC Virtual Celebration

SUPPORT SPONSOR:

\$1,000.00

As the "Support Sponsor", your company will exclusively receive the following benefits:

- Company Name/logo listed as the “Support Sponsor” on all JuneteentKC virtual platforms
- Company Logo branded on the official JuneteenthKC mobile apps and partner mobile apps available for android & Iphone users
- (2) 30 Second Sponsorship Announcements during the JuneteenthKC Virtual Festival featured activities June 20th (11:00-9:00 pm)
- Company sponsorship recognition during featured virtual workshops/speaking engagements throughout the month of June hosted by programming partners and the City of Kansas City, Missouri
- Company Sponsorship acknowledgement in Press Release
- Logo Branded on JuneteenthKC homepage banner with hyperlink to your business site
- Opportunity to provide a 30-45 second product/business highlight commercial to be streamed throughout the month of June and on June 20th during the virtual celebration 11:00-9:00 pm
- Opportunity to provide marketing materials/content (flyers, promotional advertisements, coupons, demonstration videos) to be posted on the website and on social media platforms as deemed appropriate
- Opportunity for a member of your organization to provide featured content (60 second commercial) and provide a personal Juneteenth anecdote/experience to be featured on all virtual platforms that highlight your organizations impact!



JuneteenthKC Virtual Celebration
SMALL BUSINESS SPONSOR:
\$500.00

As the "Small Business Sponsor", your company will receive the following benefits:

- Company Name/logo listed as the "Small Business Sponsor" on all JuneteentKC virtual platforms
- (2) 30 Second Sponsorship Announcements during the JuneteenthKC Virtual Festival featured activities June 20th (11:00-9:00 pm)
- Company sponsorship recognition during featured virtual workshops/speaking engagements throughout the month of June hosted by programming partners and the City of Kansas City, Missouri
- Company Sponsorship acknowledgement in Press Release
- Logo branded as an official event business partner with company information and link to your business site
- Website Retail Options
- Opportunity for a member of your organization to provide featured content (60 second commercial) and provide a personal Juneteenth anecdote/experience to be featured on all virtual platforms that highlight your organizations impact!



JuneteenthKC 2020 OFFICIAL WISH LIST

- Branded Promotional Items (Hats, T-Shirts, Apparel, Cups, Mugs, etc.)
- Restaurant Gift Cards (\$10, \$25, \$50 & \$100.00 values)
- Retail Gift Cards (\$10, \$25, \$50 & \$100.00 values)
- Gift Card to Purchase a PlayStation 5 (50% match, or 100%) --Grand Prize for NBA2k20 E-Sports Tournament--
- Your Organization to host a 15/30-minute virtual organizational highlight in the month of June
- Your Organization to host a 30/40-minute virtual workshop or “behind the scenes” tour
- Giveaway Items for virtual contests
- T-Shirts (500 **Various Sizes**)
- Historical content/Community Resource content that can be provided on our website and social media platforms -- Materials specifically in regard to ways to support individuals from the community and business after COVID-19
- COVID 19 Workshops/featured speakers
- (3) Ring Light Kits for Virtual Tour Production
- A customized QR code/Coupon code that can be issued to provide your service to virtual participants (cable service, utility services, internet services, etc.)
- Technology equipment that assists the urban population with accessibility to the virtual community (laptops, Ipad/tablets, BestBuy gift cards)



Sponsorship Commitment Form

Business Name: _____

Address: _____

Phone #: _____

Email Address: _____

Method of Payment:

(Mark One)

Check (Check # _____)

Money Order (Order # _____)

Credit Card (Please contact 816-673-0004 for processing)

ALL FORMS OF PAYMENT MUST BE PAYABLE TO:

JUNETEENTHKC
(a 501c3 Organization)
PO BOX 46147 Kansas City, MO 64134

- I wish to be a JuneteethKC Virtual Celebration “Presenting Sponsor” (\$5,000.00)
- I wish to be a JuneteethKC Virtual Celebration “Emancipation Sponsor” (\$2,500.00)
- I wish to be a JuneteethKC Virtual Celebration “Support Sponsor” (\$1,000.00)
- I wish to be a JuneteethKC Virtual Celebration “Small Business Sponsor” (\$500.00)

Print Name: _____

Signature: _____