



*Presents*

17TH ANNUAL LAS VEGAS  
**JUNETEENTH**  
FESTIVAL

Co-Sponsored by the City of Las Vegas Office of Cultural Affairs



**Monday, June 19, 2017**

**5:00 p.m.—9:00 p.m.**

**Sammy Davis, Jr. Festival Plaza**

at

**Lorenzi Park**

**700 Twin Lakes Drive • Las Vegas, Nevada 89107**

**[www.june19lv.com](http://www.june19lv.com)**

THE EVENT...JUNETEENTH

THE EXPERIENCE...FOOD & MUSIC

THE JOURNEY...WHERE WE STARTED

**17 YEARS OF CELEBRATING MUSIC & CULTURE**

**TO ENERGIZE AND ENRICH YOUR LIVES**

**A NIGHT OF POWER PERFORMANCES BY TODAY'S BIGGEST STARS**

#### EVENT DESCRIPTION

Imagine strolling along, eyes closed, breathing in the night air and hearing the soft sounds of a steel drum. The Caribbean bop then becomes a drum beat with a West African flair. The cadence gently becomes a syncopated conga with an afro Cuban swing. You take in a deep breath of fragrant spices and flavors waiting to be savored. You gently squeeze your child's hand as you walk through the gates and into Juneteenth.

Juneteenth is the embodiment of a transformation of hobby into art, tradition into culture, freedom songs into jazz. It conjures up a culture rich in American traditions and values as well as global influences. It is a festival of families coming together to celebrate achievement, education, commerce, art, health and wellness, and, of course, to *feed* your soul. Take a journey through Juneteenth.

#### WHAT IS JUNETEENTH?

Juneteenth commemorates June 19, 1865, when Union General Gordon Granger rode into Galveston, Texas, to deliver the message that the last American slaves were now free. This announcement resulted in days of celebration. The end of slavery freed all Americans, not just the slaves but also the slave masters, from the shackles of slavery. Freedom is now afforded to all who come to the United States and we can attribute the decree of General Order No. 3 with the emancipation. General Order No. 3 reads:

*The people are informed that in accordance with a Proclamation from the Executive of the United States, all slaves are free. This involves an absolute equality of personal rights and rights of property, between former masters and slaves, and the connection heretofore existing between them, become that between employer and hired labor.*

Juneteenth is an American cultural celebration. American culture and music is imbued with the influences of many cultures that have settled in the United States. Those global elements have influenced food, art, history and music. Juneteenth is a celebration of the contributions of the diverse African traditions that enrich American culture.

# 17<sup>th</sup> Annual Las Vegas Juneteenth Festival Opportunities

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## EVENT SPONSOR (1)

**\$10,000**

- COMPANY NAME appears on ALL media advertising and website for Juneteenth Festival
- COMPANY LOGO appears on ALL advertising for events and programs
- Back cover advertisement in Juneteenth Festival program
- Exclusive VIP Seating Opportunity
- On-stage presentation to Sponsor with opportunity to address the audience (3) minutes
- Covered Corporate Vendor Booth
- Logo on Rainbow Dreams Educational Foundation website
- Logo on Juneteenth T-shirt / Eight (8) T-shirts

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## EXPERIENCE SPONSOR (2)

**\$5,000**

- COMPANY NAME appears on 50% of all media advertising and website for Juneteenth Festival
- COMPANY LOGO appears on 50% of all advertising for events and programs
- Inside front or Inside back page advertisement in Juneteenth Festival program
- Exclusive VIP Seating Opportunity
- Covered Corporate Vendor Booth
- Logo on Rainbow Dreams Educational Foundation website
- Logo on Juneteenth T-shirt / Six (6) T-shirts

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## JOURNEY SPONSOR

**\$3,500**

- COMPANY NAME appears on 40% of all media advertising for Juneteenth Festival
- COMPANY LOGO appears on 40% of all advertising for events and programs
- Full page advertisement in Juneteenth Festival program
- Covered Corporate Vendor Booth
- Name listed on back of Juneteenth T-shirt / Four (4) T-shirts

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## JUNETEENTH SPONSOR

**\$2,500**

- COMPANY NAME appears on 30% advertising for the event
- COMPANY LOGO appears on 30% of all advertising for events and programs
- Half page advertisement in Juneteenth Festival program
- Covered Corporate Vendor Booth
- Name listed on back of Juneteenth T-shirt / Two (2) T-shirts

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## SMALL BUSINESS VENDOR BOOTH

**\$250**

- SMALL BUSINESS NAME appears in 17<sup>th</sup> Annual Las Vegas Juneteenth Festival Program
- (1) 10x10 Covered Vendor Booth - (1) Table and (2) Chairs
- Name listed on back of Juneteenth T-shirt

If your company has any questions, please contact Rainbow Dreams Educational Foundation at (702) 255-3001 for more information.

A portion of the proceeds will benefit Rainbow Dreams Educational Foundation and Rainbow Dreams Academy.

Additional T-shirts can be purchased for \$10.00 each.



## LAS VEGAS JUNETEENTH FESTIVAL

This year marks the 17th Anniversary of the Las Vegas Juneteenth Festival. It began as a one day art event and has grown to attract thousands of attendees each year. The 17th annual event will be a festival of music that includes the talents of renowned music giants from all genres and countries. The multi-cultural musical blend will feature contemporary jazz artists, hip-hop, bluegrass, salsa, and gospel in addition to local musicians.

We have invited world-renowned artists to participate in the event and will draw audiences from all corners of the world. The line-up for Juneteenth 2017 will include well-known artists with committed fan bases who will want to attend the event.

## ABOUT THE ARTIST



Internationally acclaimed Artist Charles Bibbs, whose work is displayed in many homes, galleries and showcases across the country is an accomplished fine artist, entrepreneur and philanthropist, and one of the top-selling artists in the United States.

Bibbs believes that, "We are the keepers of our culture" and as such, spends much of his time working with organizations and other artists in his local community and throughout the nation. He has supported many scholarship programs and organizations throughout the United States, including the NAACP, United Negro College Fund, and The National Urban League.

## SPONSORSHIP INFORMATION

Name \_\_\_\_\_ Title \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

**Thank you for your participation in the 17<sup>th</sup> Annual Las Vegas Juneteenth Festival!**

Upon receipt of your commitment of sponsorship, you will be contacted regarding logistics and will be provided a complete sponsors information packet.

We also require that you email your logo in "eps" or "tif" format to: [sspeedy1207@earthlink.net](mailto:sspeedy1207@earthlink.net)  
Please mail a completed copy of this form with your check made payable to: Rainbow Dreams Educational Foundation  
Las Vegas Juneteenth Festival • P.O. Box 34271, Las Vegas, NV 89133-4271

**Payment must be received no later than May 12, 2017**



**RAINBOW DREAMS**  
EDUCATIONAL FOUNDATION  
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