

































### JUNETEENTH FESTIVAL BY THE NUMBERS





#### ATTENDEE REACH

"The Las Vegas Juneteenth
Festival attracts over 5,000
attendees annually, including
families, students, and
community leaders, providing
sponsors unparalleled visibility
and engagement."



#### COMMUNITY

In 2024, the festival contributed over 350 volunteer hours and provided essential resources to underserved families and youth, supporting education, health, and community initiatives."



#### SOCIAL REACH

The festival's social media campaigns reached over 100K people across multiple platforms, generating over 10K engagements and extensive brand exposure for our sponsors.



#### VENDOR & PARTNER ENGAGEMENT

The festival hosts over 75+
local vendors, businesses,
and community partners,
creating a dynamic
marketplace and fostering
valuable connections between
sponsors, entrepreneurs, and
attendees.





#### JUNETEENTH BY THE NUMBERS



24 YEARS AS SOUTHERN NEVADA'S LARGEST AND MOST RECOGNIZED JUNETEENTH CELEBRATION!

More than 2 Decades proudly serving the Historic Westside community.

Platform supporting over 100+ participating small and local business vendors.

Over 60+ student financial scholarships awarded over two decades.

3000+ annual event attendance and growing each year.



#### A RICH HISTORY

The Las Vegas Juneteenth Festival was established **25 years ago** by respected Las Vegas philanthropists **Dr. Anthony L. and Mrs. Diane Pollard.** The LVJF is an annual fundraising vehicle to support **Rainbow Dreams Educational Foundation** in its ongoing mission to strengthen and support historically underserved communities in Southern Nevada through educational and cultural programs and services.



"He who does not know can know from **LEARNING**"



# EMPOWERING PEOPLE, IGNITING THE CULTURE!

The Las Vegas Juneteenth Festival serves as a powerful platform to unite communities, while highlighting the resilience, creativity, and contributions of African Americans throughout history.

We are committed to empowering inspiring entrepreneurs, artists, community organizations, and students by providing opportunities for economic growth, cultural expression, and tangible connections.

# WELCOME TO THE LAS VEGAS JUNETEENTH FESTIVAL!



#### JUNETEENTH FESTIVAL EVENT OVERVIEW

SAT. JUNE 21, 2025

4PM - 9PM | LAS VEGAS JUNETEENTH FESTIVAL

THE 24TH ANNUAL JUNETEENTH FESTIVAL, STANDS AS A TESTAMENT TO THE ENDURING SPIRIT AND CULTURAL RICHNESS OF THE COMMUNITY. FOR OVER TWO DECADES, THIS MARQUEE EVENT HAS NOT ONLY BEEN A BELOVED TRADITION BUT ALSO A VIBRANT HUB OF GROWTH, ATTRACTING AN INCREASING NUMBER OF VISITORS WITH EACH PASSING YEAR. THE FESTIVAL'S OFFERINGS ARE DIVERSE AND PLENTIFUL, ENSURING THERE'S SOMETHING FOR EVERYONE TO ENJOY.

THE 24TH ANNUAL JUNETEENTH FESTIVAL OFFERS THE LAS VEGAS COMMUNITY A CHANCE TO COME TOGETHER IN CELEBRATION, SUPPORT MINORITY-OWNED BUSINESSES, HEAR FROM IMPACTFUL LEADERS, DISCOVER EMERGING TALENT, AND DANCE THE DAY AWAY IN JUBILATION. IT'S NOT JUST AN EVENT; IT'S A VIBRANT EXPRESSION OF FREEDOM, PROGRESS, AND COMMUNITY SPIRIT.



THE



VENUE: THE EXPO AT WORLD MARKET CENTER 435 S. GRAND CENTRAL PKWY LAS VEGAS, NV 89106



#### THE EVENT.

This year marks the 24th Anniversary of the Las Vegas Juneteenth Festival. What began as a simple art event and fundraiser has now grown into a citywide event attracting thousands of attendees each year. The LVJF is a festival of music, art, dance, commerce, culture and more.

#### THE EXPERIENCE.

Juneteenth is the embodiment of transformation of hobby into art and tradition into culture. 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 & wellness, all to feed the soul and embrace and enjoy the experince.

#### THE JOURNEY.

On June 19, 1865 Union General Gordon Granger arrived in Galveston Texas with a contingent of US colored troops and delivered the message that the last American Slaves were now FREE. This announcement resulted in days of celebration. The abolishment of slavery freed ALL AMERICANS, not just slaves from the shackles of slavery.



#### WHY SPONSOR LVJF?

- Investing in educational equality and economic empowerment within historically under-served communities here in Southern Nevada.
- Leveraging your marketing exposure by promoting the **premier**Juneteenth Celebration in Las Vegas and creating an epicenter for cultural activity.
- Help to connect valuable community resources and services to students, families, and the community at large.
- Demonstrating your company's **commitment to inclusion and diversity** by supporting and **empowering tomorrow's leaders** from marginalized and historically underserved and under-represented communities.

# YOUR IMPACT.



### DREAM BIG.

#### \$50,000

The DREAM Sponsorship is one of only two exclusive EVENT Sponsor opportunities, representing your company's highest commitment to advancing equitable educational opportunities for underserved youth. By supporting the Las Vegas Juneteenth Festival, DREAM Sponsors make a bold statement about the importance of access to higher education for all students, regardless of background.

This sponsorship goes beyond financial support—it's an investment in **future Black leaders**, providing essential resources and opportunities for success. It's a powerful demonstration of your company's dedication to being **part of the solution**, showing your customers and community that you are actively shaping a **more equitable future**.

The DREAM Sponsorship is your pledge to honor the past, celebrate the present, and **invest in a brighter tomorrow.** 

- PUBLICLY RECOGNIZED AS DREAM BIG SPONSOR ON MAIN STAGE
- COMPANY NAME AND LOGO PROMINENTLY DISPLAYED ON THE MAIN STAGE SCRIM/MARQUEE BANNER
- OPPORTUNITY FOR COMPANY REPRESENTATIVE TO ADDRESS FESTIVAL
   ATTENDEES ON MAIN STAGE
- FIVE (5) SCHOLARSHIPS AWARDED AND EXCLUSIVELY PRESENTED ON BEHALF OF YOUR COMPANY
- EXCLUSIVE PHOTO OPPORTUNITY WITH SCHOLARSHIP RECIPIENTS AND COMPANY REPRESENTATIVE
- YOUR NAME AND LOGO PROMINENTLY DISPLAYED ON EVENT WEBSITE
  WITH A LINK TO YOUR WEBSITE
- COMPANY NAME AND LOGO DISPLAYED ON ALL SOCIAL MEDIA, AND PRINTED FESTIVAL MATERIALS
- BROADCAST MEDIA PROMOTIONS RECOGNIZING YOUR COMPANY AS
  A DREAM SPONSOR
- FULL PAGE (INSIDE COVER) FULL COLOR AD IN OFFICIAL LVJF
   PROGRAM BOOKLET
- 10 X 10 BOOTH/PRESENTATION SPACE AT THE FESTIVAL IN A PRIME LOCATION
- COMPANY NAME AND LOGO ON ALL SWAG ITEMS DISTRIBUTED TO EVERY ATTENDEE
- COMPANY LOGO PLACEMENT ON OFFICIAL EVENT T-SHIRT (10 COMPLIMENTARY SHIRTS)



### EXPERIENCE.

### \$50,000

The **EXPERIENCE Sponsorship** is the epitome of your company's commitment to celebrating African American culture in a manner that honors the historical significance of this day. By becoming an EVENT sponsor, you do more than just support; you lead in creating a cultural celebration that reflects the rich heritage and profound contributions of African Americans to our great city. This sponsorship is a testament to your dedication to not only acknowledging but also amplifying the impact of African American culture in our community. It allows you to be at the forefront of an event that resonates deeply, touching the lives of individuals and families in a meaningful way and celebrating with the grandeur it deserves.

- PUBLICLY RECOGNIZED AS EXPERIENCE SPONSOR ON MAIN STAGE
- COMPANY NAME AND LOGO PROMINENTLY DISPLAYED ON THE MAIN STAGE MARQUEE/SCRIM BANNER
- TWO (2) SCHOLARSHIPS AWARDED AND EXCLUSIVELY PRESENTED ON BEHALF OF YOUR COMPANY
- EXCLUSIVE PHOTO OPPORTUNITY WITH EACH SCHOLARSHIP RECIPIENT
   AND COMPANY REPRESENTATIVE
- YOUR NAME AND LOGO PROMINENTLY DISPLAYED ON EVENT WEBSITE
   WITH A LINK TO YOUR WEBSITE
- COMPANY NAME AND IAGO DISPLAYED AN ALL SOCIAL MEDIA, AND
  PRINTED FESTIVAL MATERIALS
- BROADCAST MEDIA PROMOTIONS RECOGNIZING YOUR COMPANY AS AN EVENT SPONSOR
- FULL PAGE, FULL COLOR AD IN OFFICIAL LVJ F PROGRAM BOOKLET
- 10 X 10 BOOTH/PRESENTATION SPACE AT THE FESTIVAL IN A PRIME LOCATION
- COMPANY NAME AND LOGO ON ALL SWAG ITEMS DISTRIBUTED TO EVERY ATTENDEE
- COMPANY LOGO PLACEMENT ON OFFICIAL EVENT T-SHIRT (10
   COMPLIMENTARY SHIRTS)



### EVENT.

#### \$25,000

The **EVENT Sponsorship** is the epitome of your company's commitment to celebrating African American culture in a manner that honors the historical significance of this day. By becoming an EVENT sponsor, you do more than just support; you lead in creating a cultural celebration that reflects the rich heritage and profound contributions of African Americans to our great city. This sponsorship is a testament to your dedication to not only acknowledging but also amplifying the impact of African American culture in our community. It allows you to be at the forefront of an event that resonates deeply, touching the lives of individuals and families in a meaningful way and celebrating with the grandeur it deserves.

- COMPANY NAME AND LOGO PROMINENTLY DISPLAYED ON THE MAIN STAGE LOWER BANNER
- VIP GREEN ROOM ACCESS AND EXCLUSIVE PHOTO OPP WITH EVENT HEADLINER
- YOUR NAME AND LOGO PROMINENTLY DISPLAYED ON EVENT WEBSITE
   WITH A LINK TO YOUR WEBSITE
- COMPANY NAME AND IAGO DISPLAYED AN ALL SOCIAL MEDIA, AND PRINTED FESTIVAL MATERIALS
- BROADCAST MEDIA PROMOTIONS RECOGNIZING YOUR COMPANY AS AN EVENT SPONSOR
- FULL PAGE, FULL COLOR AD IN OFFICIAL LVJ F PROGRAM BOOKLET
- 10 X 10 BOOTH/PRESENTATION SPACE AT THE FESTIVAL IN A PRIME LOCATION
- COMPANY NAME AND LOGO ON ALL SWAG ITEMS DISTRIBUTED TO EVERY ATTENDEE
- COMPANY LOGO PLACEMENT ON OFFICIAL EVENT T-SHIRT (10 COMPLIMENTARY EVENT T-SHIRTS)



### JOURNEY.

#### \$15,000

The JOURNEY Sponsorship offers a unique opportunity for companies looking to launch or promote a product or service while making a significant impact at one of the city's most prestigious cultural events. This sponsorship level is not just about visibility—it's a powerful statement of your company's commitment to celebrating African American culture and heritage in a manner that honors the historical essence of this momentous day. As a JOURNEY sponsor, you align your brand with a celebration that has evolved from a simple picnic in the park to a citywide spectacle, reflecting the progress and richness of African American culture. By supporting this event, you demonstrate respect for the journey and contribute to its growing influence on our city and its culture. This sponsorship is your chance to be part of a legacy of growth and impact, ensuring that the celebration not only continues but thrives, touching the community in increasingly meaningful ways. Join us on this journey, and let's celebrate together, making a lasting impression on our community and beyond.

- COMPANY NAME AND LOGO PROMINENTLY DISPLAYED ON EVENT SIGNAGE
- YOUR NAME AND LOGO PROMINENTLY DISPLAYED ON EVENT WEBSITE

  WITH A LINK TO YOUR WEBSITE
- COMPANY NAME AND LOGO DISPLAYED ON ALL SOCIAL MEDIA, AND PRINTED FESTIVAL MATERIALS
- BROADCAST MEDIA PROMOTIONS RECOGNIZING YOUR COMPANY AS ON EXPERIENCE SPONSOR
- SPONSORSHIP RECOGNITION IN ALL EVENT EMAILS
- FULL PAGE, FULL COLOR AD IN OFFICIAL LVJ F PROGRAM BOOKLET
- 10 X 10 BOOTH/PRESENTATION SPACE AT THE FESTIVAL IN A PRIME LOCATION
- COMPANY LOGO PLACEMENT ON OFFICIAL EVENT T-SHIRT ( 6 COMPLIMENTARY SHIRTS)



### JUNETE ENTH.

### \$10,000

The JUNETEENTH Sponsorship is the quintessential choice for any company aiming to launch or promote a product or service while making a profound statement to customers and the community about your commitment to celebrating African American culture and heritage. This level of sponsorship doesn't just place your company at the heart of one of the city's most anticipated cultural events; it cements your role as a leader in supporting and honoring the historical significance of Juneteenth. As a JUNETEENTH Sponsor, you are provided with an unparalleled opportunity to engage directly with thousands of attendees, allowing for meaningful interactions and the chance to showcase your dedication to a cause that resonates deeply within the community.

- COMPANY NAME AND LOGO PROMINENTLY DISPLAYED ON EVENT SIGNAGE
- YOUR NAME AND LOGO PROMINENTLY DISPLAYED ON EVENT WEBSITE WITH A LINK TO YOUR WEBSITE
- SPONSORSHIP RECOGNITION IN ALL SOCIAL MEDIA PLATFORMS
- HALF PAGE, FULL COLOR AD IN OFFICIAL LVJ F PROGRAM BOOKLET
- 10 X 10 BOOTH/PRESENTATION SPACE AT THE FESTIVAL IN A PRIME LOCATION
- COMPANY LOGO PLACEMENT ON OFFICIAL EVENT T-SHIRT ( 4 COMPLIMENTARY SHIRTS)



### HORIZON

#### \$5,000

The Horizon Sponsorship presents an unparalleled opportunity for smaller businesses poised for growth and expansion, offering a prime platform to showcase or launch your products and services directly to an audience of more than 10,000 attendees. Our Juneteenth event attracts a diverse and dynamic audience, representing a wide range of demographics with substantial buying power and influence. This makes the Horizon Sponsorship an ideal match for businesses looking to make a significant impact, increase brand visibility, and engage with potential customers on a personal level while taking part in a community celebration that values diversity, inclusion, and the empowerment of businesses and individuals alike.

- 10 X 10 BOOTH/PRESENTATION SPACE AT THE FESTIVAL IN A
  PRIME LOCATION
- HALF PAGE, FULL COLOR AD IN OFFICIAL LVJ F PROGRAM
   BOOKLET
- EXHIBITOR CREDENTIALS AND THE OPPORTUNITY TO PROVIDE
  PROMO ITEMS IN VOLUNTEER GIFT BAGS
- RECOGNITION AS A PARTICIPATING SPONSOR AND COMPANY LINK/LOGO ON OFFICIAL LVJF WEBSITE: JUNE19LV.COM



#### VALUED PARTNERS, PAST & PRESENT

























































#### VALUED PARTNERS, PAST & PRESENT





































"Just because you can't measure the **ROI** of something doesn't mean you shouldn't do it."

~ Tony Hseih, Zappos Founder





In 2025, we are setting ambitious goals to impact more lives, create more opportunities, and solidify Las Vegas as a beacon of cultural richness and diversity.

We are excited about the potential to soar into a bright future together, making meaningful differences in the community and celebrating the richness of our collective history and diversity.

Your support and participation will be instrumental in our continued successes, and we eagerly await your greatness! We look forward to discussing how we can collaborate and make this year's event E.P.I.C in every way!

TO SPONSOR CALL JAY HAYWOOD AT 702-981-1326 OR EMAIL INFO@JUNE19LV.COM