

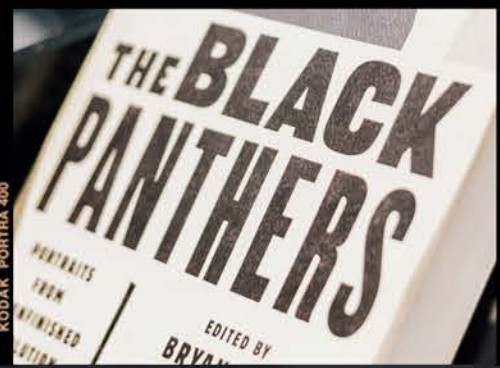
Las Vegas 
JUNETEENTH
THE EVENT. THE EXPERIENCE. THE JOURNEY. *Festival*

SAT. JUNE 20th, 2026
4PM ~ 9PM

#COME2GETHER

www.JUNE19LV.com/become-a-sponsor





JUNETEENTH FESTIVAL BY THE NUMBERS

3,000+

ATTENDEE REACH

"The Las Vegas Juneteenth Festival attracts **over 3,000 attendees annually**, including families, students, and community leaders, providing sponsors unparalleled visibility and engagement."

350+

COMMUNITY IMPACT

In 2025, the festival contributed **over 350 volunteer hours** and provided essential resources to underserved families and youth, supporting education, health, and community initiatives."

150K+

SOCIAL REACH

The festival's social media campaigns reached **over 150K people across multiple platforms**, generating over 10K engagements and extensive brand exposure for our sponsors.

75+

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



25 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 20, 2026

4PM - 9PM | LAS VEGAS JUNETEENTH FESTIVAL

THE 25TH 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 25TH 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
expo
AT WORLD MARKET CENTER LAS VEGAS

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

THE EVENT.

This year marks the 25th Anniversary of the Las Vegas Juneteenth Festival. What began as a simple art event and fundraiser has now grown into a city-wide 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 experience.

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?

- 1** Investing in **educational equality** and **economic empowerment** within historically under-served communities here in Southern Nevada.
- 2** Leveraging your marketing exposure by promoting the **premier Juneteenth Celebration** in Las Vegas and creating an epicenter for cultural activity.
- 3** Help to **connect valuable community resources and services** to students, families, and the community at large.
- 4** 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.

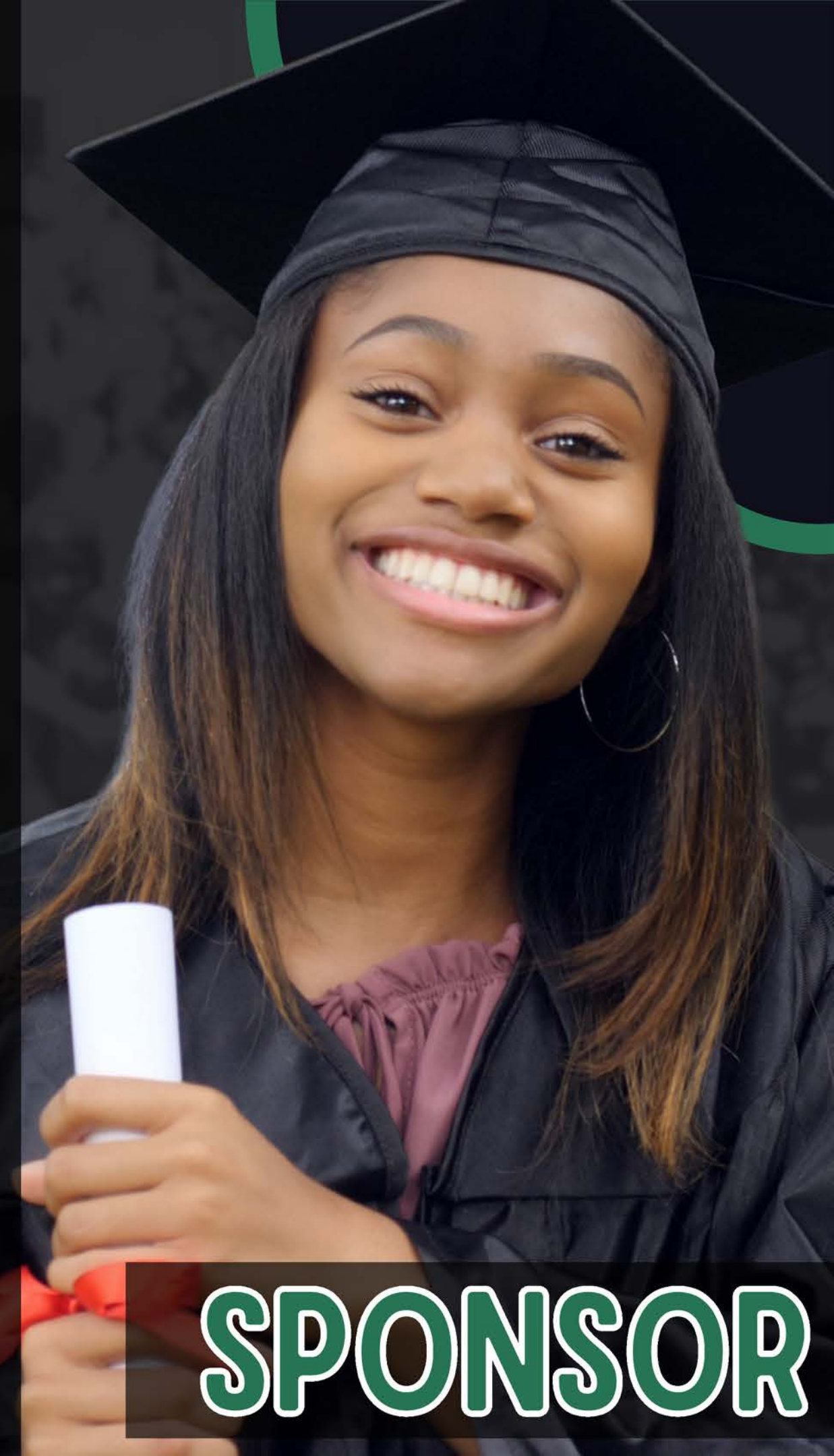
\$50,000

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)



SPONSOR

EVENT.

\$50,000

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**.

- 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 LOGO DISPLAYED ON 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)



SPONSOR

EXPERIENCE.

\$25,000

The **EXPERIENCE Sponsorship** represents your company's commitment to engaging with the community through a thoughtfully curated celebration of African American culture and history. As an Experience Sponsor, your support helps shape how attendees interact with and participate in the Juneteenth Festival.

This sponsorship **integrates your organization into key elements of the festival** that educate, engage, and bring families together. It reflects a clear investment in community partnership and inclusion, while aligning your brand with an event that honors the significance of Juneteenth and its continued impact within our city.

- 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)



SPONSOR

JOURNEY.

\$10,000

The **JOURNEY 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 JOURNEY 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
- 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 (4 COMPLIMENTARY SHIRTS)



SPONSOR

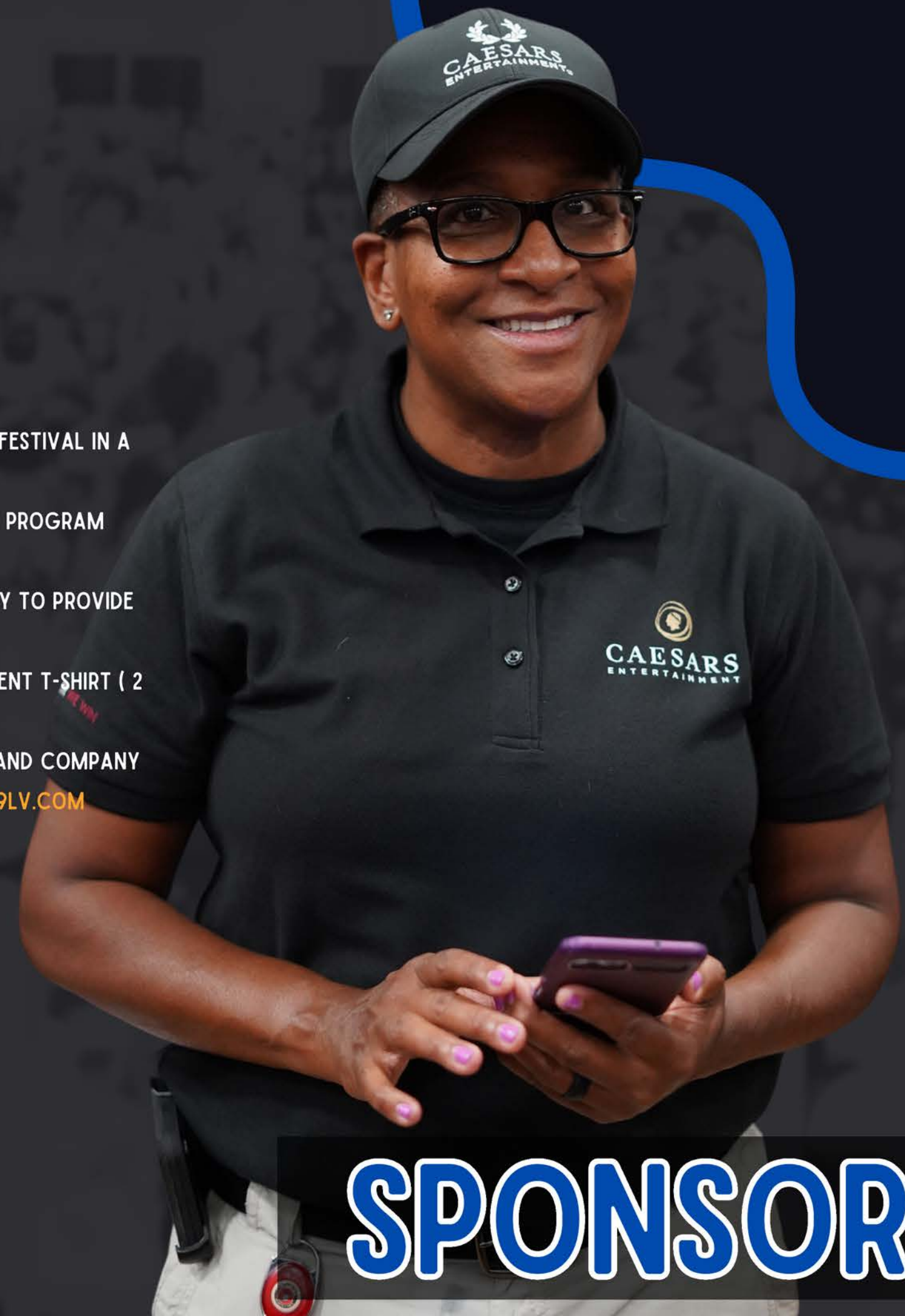
HORIZON

\$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 a large audience of 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
- COMPANY LOGO PLACEMENT ON OFFICIAL EVENT T-SHIRT (2 COMPLIMENTARY SHIRTS)
- RECOGNITION AS A PARTICIPATING SPONSOR AND COMPANY LINK/LOGO ON OFFICIAL LVJF WEBSITE: JUNE19LV.COM



SPONSOR

VALUED PARTNERS, PAST & PRESENT



FOR SPONSORSHIP INFORMATION CALL 702-981-1326 OR EMAIL INFO@JUNE19LV.COM

VALUED PARTNERS, PAST & PRESENT



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

~ Tony Hsieh, Zappos Founder

FOR SPONSORSHIP INFORMATION CALL 702-981-1326 OR EMAIL INFO@JUNE19LV.COM



E.P.I.C

In **2026**, 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