

SAT 18
JUN 18



21ST ANNUAL LAS VEGAS

JUNETEENTH

THE EVENT. THE EXPERIENCE. THE JOURNEY.

FESTIVAL

KIANGA ISOKE PALACIO PARK

951 W. LAKE MEAD BLVD. LAS VEGAS, NV 89106



2022 SPONSORSHIP PACKET

www.JUNE19LV.com

21 YEARS STRONG

WHERE WE STARTED...

the JOURNEY

On June 19, 1865, 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.

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.

(Source: Federal Legislation)

FOOD, ART, & MUSIC...

the EXPERIENCE

Juneteenth is the embodiment of 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 & enjoy the experience. Take a journey through Juneteenth.



the EVENT

This year marks the 21st 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. A festival of music, art, dance, cuisine, and much more!



WHY SPONSOR JUNETEENTH?

The Las Vegas Juneteenth Festival was established 21 years ago by respected long-time educator and local philanthropist Diane Pollard. The LVJF is supported by Rainbow Dreams Educational Foundation in its steadfast mission to strengthen and support historically under-served communities in Southern Nevada through educational and cultural programs and services.



The Las Vegas Juneteenth Festival connects valuable community services to students, their families, and the community at large while celebrating African American people and their many invaluable contributions to American culture. Juneteenth is an opportunity for people of all ethnicities and socio-economic backgrounds to come together to promote educational equality and economic empowerment. This annual event is scheduled on or around our National Holiday, declared in 2021, and is family oriented and free to the public to enjoy live entertainment, dance, art, commerce, food and much more.

Aligning your brand with The Las Vegas Juneteenth Festival and this immensely empowering event, you can take pride knowing that your brand will be synonymous with support for equality in education and equal opportunity for all!

Jay Haywood, Event Director

2021

SPONSORS



Zappos.com



Cosmopolitan
of Las Vegas



Smith's
Food & Drug



First Med
Health & Wellness



Southern Nevada
Health District



Liberty Dental
Plan



Caesars
Entertainment



MGM Resorts
International



Nevada Energy
Foundation



Health Plan
of Nevada



Cleveland
Clinic



Anthem
Blue Cross

SPONSORSHIP LEVELS

**PAST, PRESENT, FUTURE
SPONSOR**

\$50,000

TRADEMARK recognition on official JUNETEENTH Festival website and Social Media pages for 4 year duration.

TRADEMARK recognition on ALL media for events both print and digital COMPANY recognition during all LIVE media events

Full Page ad in Juneteenth program

Corporate Vendor Booth with luxury seating, tables, and climate control

Plaque of Recognition

Opportunity to present checks to award recipients and address attendees

Dedicated photo opportunity for media with each recipient



SPONSORSHIP LEVELS



EVENT SPONSOR

\$25,000

- **TRADEMARK** recognition on official JUNETEENTH Festival website and Social Media pages
- **TRADEMARK** recognition on ALL media for events both print and digital
- **COMPANY** recognition during all LIVE media events (TV, Radio, Podcasts, etc)
- **BACK COVER** full page advertisement in Juneteenth Festival program booklet.
- **LUXURY** covered Corporate Sponsor Booth with luxury seating, tables, and climate control
- **25** Customized 24/7 face masks with your logo and Juneteenth Festival Logo
- **OPPORTUNITY** to address attendees, (5) minutes, on **Main Event Stage**
- **COMPANY LOGO** featured on Juneteenth Commemorative T-shirt
- **Ten (10) Complimentary** Event T-shirts

SPONSORSHIP LEVELS

EXPERIENCE SPONSOR

\$15,000

- **TRADEMARK** recognition on official JUNETEENTH Festival website and Social Media pages
- **TRADEMARK** recognition on ALL media for events both print and digital
- **PROGRAM** - Inside front or Inside back full-page advertisement in JUNETEENTH Festival program
- **LUXURY COVERED** Corporate SPONSOR Booth with luxury seating, tables, and climate control
- **OPPORTUNITY** to address attendees, (3) minutes, on **Main Event Stage**
- **COMPANY LOGO** on official Juneteenth Commemorative T-shirt and **Eight (8)** complimentary Event T-shirts



SPONSORSHIP LEVELS



JOURNEY SPONSOR

\$10,000

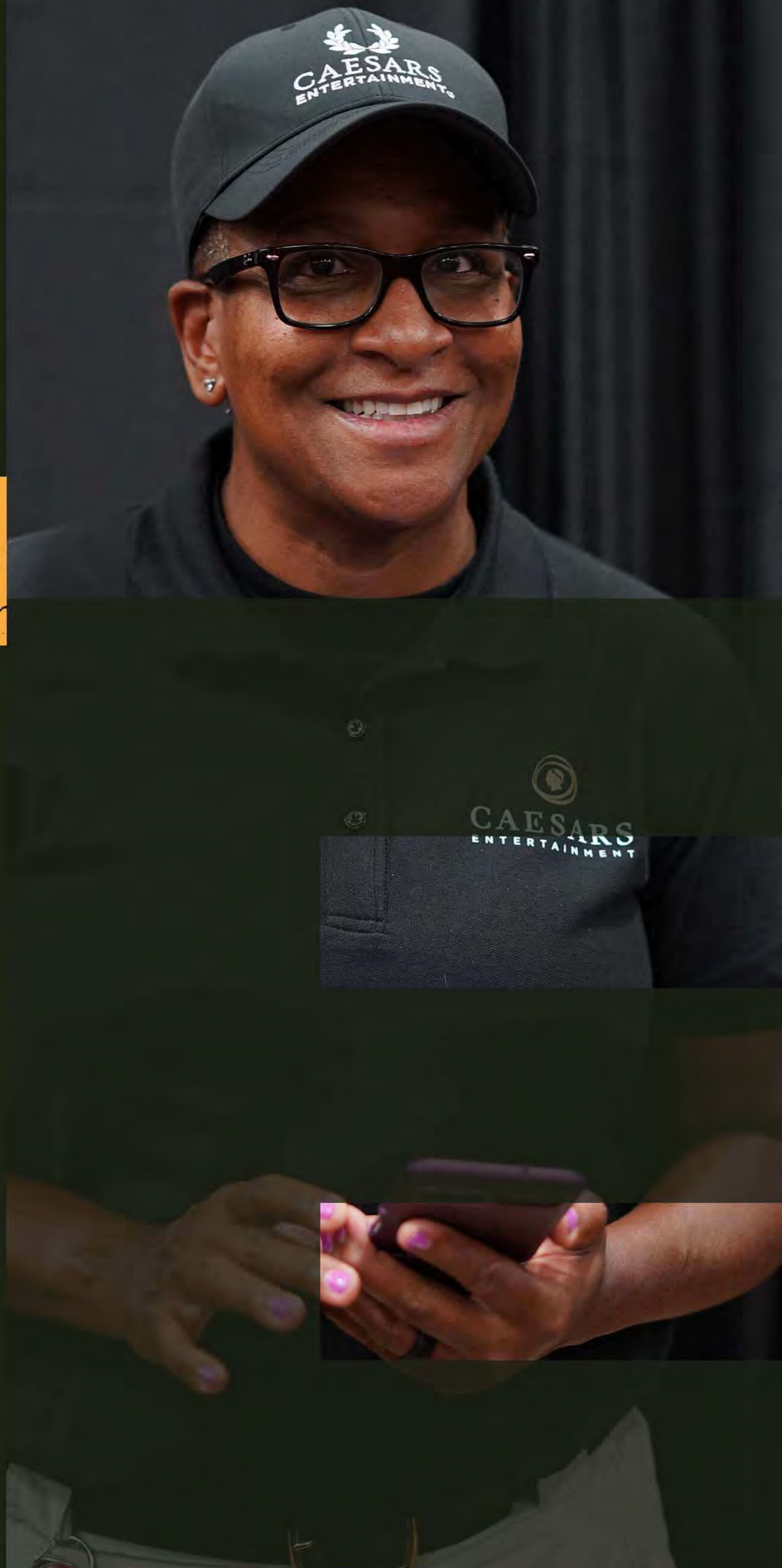
- **TRADEMARK** recognition on official JUNETEENTH Festival website and Social Media pages
- **TRADEMARK** recognition on ALL media for events both print and digital
- **PROGRAM** - Inside front or Inside back full-page advertisement in JUNETEENTH Festival program
- **COVERED** Corporate SPONSOR Booth with luxury seating and tables
- **OPPORTUNITY** to address attendees, (3) minutes, on **Main Event Stage**
- **FULL PAGE** advertisement in Juneteenth Festival official program booklet
- **COMPANY LOGO** on official Juneteenth Commemorative T-shirt and Six (6) complimentary T-shirts

SPONSORSHIP LEVELS

JUNETEENTH SPONSOR

\$5,000

- **TRADEMARK** recognition on official JUNETEENTH Festival website and Social Media pages
- **TRADEMARK** recognition on ALL media for events both print and digital
- **PROGRAM** - 1/2 page advertisement in JUNETEENTH Festival program
- **COVERED** Corporate SPONSOR Booth with seating, and tables
- **COMPANY LOGO** placement on official Juneteenth Commemorative T-shirt and **Four (4)** complimentary Event T-shirts



SPONSORSHIP LEVELS

POSTER PRIZE SPONSOR

\$1,500

COMPANY NAME appears on Juneteenth website as Poster Contest sponsor

COMPANY LOGO appears on Juneteenth website and social media as Poster Contest prize sponsor

Recognition on Juneteenth Program Booklet front cover where poster winner will be displayed.

Promotional photo opportunity with prize winners to be displayed on Juneteenth website, social media accounts, and news outlets covering the contest



2021 SPONSOR INFORMATION

SPONSOR BUSINESS INFORMATION

Contact Name

Official Title

Business/Company Name

Business Telephone

Mobile Telephone

Email

Business Address

Business Website

Company Social Media

Desired Sponsorship Level:
(Please check appropriate box.)

EVENT SPONSOR

EXPERIENCE SPONSOR

JOURNEY SPONSOR

JUNETEENTH SPONSOR

21ST ANNUAL LAS VEGAS JUNETEENTH FESTIVAL FUNDRAISING GOAL

Our fundraising goal for Las Vegas Juneteenth Festival 2022 "We Are One" is **\$100,000**. Together as ONE community, we feel this goal can be achieved. We are counting on you to help **Rainbow Dreams Educational Foundation** continue this tradition for years to come. RDEF is a **Non-Profit 501(C)3** entity so give with confidence knowing that your donation is tax deductible.

Thank you in advance for your consideration and for embracing this opportunity to partner with Rainbow Dreams Educational Foundation as we continue in our mission to strengthen and support historically under-served communities in Southern Nevada through educational and cultural programs and services.

For more information please contact **Mr. Jay Haywood** at:

T. (702) 981.1326 | **Email:** info@june19lv.com | www.JUNE19LV.com

2021 SPONSOR INFORMATION



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

WELCOME TO OUR FAMILY

Thank you in advance for your support of the
21st Annual Las Vegas Juneteenth Festival.

Upon receipt of your commitment of sponsorship, you will be contacted with pertinent event details and you will be provided a detailed sponsor's information packet.

Contact Full Name: _____

Title: _____

Company/Business Name: _____

Contact Number: _____

Email: _____

Office Address: _____

City/State/Zip: _____

Desired Sponsorship Level: _____

Amount Enclosed: _____

Special Instructions: _____

Authorized Signature

Date:

ARTWORK:

Upon submitting this form please have a member of your art/marketing dept. email us both a full and single color (WHITE) transparent version of your company logo in one of the following formats:

.AI (preferred), .PDF, or .EPS

Please send artwork files to:

info@june19lv.com Attn: **Jay Haywood**

REMITTANCE

Please mail this completed form with your check made payable to:

Rainbow Dreams Educational Foundation

Memo: Las Vegas Juneteenth Festival
P.O. Box 34271,
Las Vegas, NV 89133-4271

DEADLINE

In order to take full advantage of our event promotional campaign, window we respectfully request that all financial commitments be submitted to our representatives by **March 31, 2022.**

Tax ID #88-0430382