Juneteenth NYC: A family festival in East Brooklyn, New York

Saturday, June 15, 2019

"Back To The Future"
JOIN US

If you are looking for an event that will help your business engage with seniors, kids, entrepreneurs and adults ages 25-44 this is the event for you. Juneteenth can help you build relationships with loyal brand driven FAMILIES. Participating in our 10th Annual Juneteenth Family Fun Day Festival and Parade promises to be a vibrant full day of activities presenting numerous opportunities for companies to market to their primary demographic.

"Umoja Events will be taking you back in time from the 1800s to present day! We're showing LOVE for the culture through music, dance, poetry, skits, vendor stations, and family activities."

The Family Festival Includes:

- Exhibitor’s Marketplace (more than 100 corporate and small business vendors)
- Health & Wellness
- Finance
- Entrepreneurial Development
- Relaxation & kids spa
- Community Talent Show Case
- Interaction, Infusion and Community
- Kids Games
- Food & beverage
- Self Care
- Gifts and Art
- Home Corner
- Travel
What's New

This year, Umoja Events will be celebrating 10 Years of serving the community. The Annual Juneteenth Festival titled "Back to The Future" will be like no other past festival. Juneteenth "Back to The Future" Festival will be taking you through the journey of the African American experience using the lens of love. We will be going back and forth between old school (The Past) and new school (The Present). Juneteenth NYC originally started on Vermont and Jamaica avenues so this year we will have a parade from the old location directly to the current home on Linden blvd and Vermont Street, only 2 miles away.

The parade will be guided by; a steel pan band, marching band, dancers, elected officials and community members. We are calling this the Unity Parade! The goal would be to give out balloon hearts as we walk down the streets and encourage followers to join us at Gershwin Park for more fun festivities. We are expecting about 500 people to participate in the Unity Parade.

Juneteenth NYC
WHO ARE THE JUNETEETH FAMILIES?

- They are HARDWORKING, SUPPORTIVE, DEDICATED & brand LOYAL.
- Single family homes, extended families (like grandparents), and married with children.
- They are CARING, PROTECTIVE & have STRONG FAMILY VALUES. The head of household for many families have both a full-time job and a home-based business to be financially sound.
- They are small BUSINESS OWNERS and LEADERS in the community.
- They range in age from 18-89, have a household income of $18,000-$130,000, and a median income of $58,000.
- They are very likely to purchase from a company that SUPPORTS their community.
- Live and/or works in the East Brooklyn Area (Canarsie, East New York, Brownsville, East Flatbush, Williamsburg, Stuyvesant Heights & Crown Heights.)

"I was raised by a single mother who made a way for me. She used to scrub floors as a domestic worker, put a cleaning rag in her pocketbook and ride the subways in Brooklyn so I would have food on the table. But she taught me as I walked her to the subway that life is about not where you start, but where you’re going. That’s family values."

-Al Sharpton
THE 3 E’s OF JUNETEENTH

EDUCATING
• Educate about the meaning of Juneteenth and the importance of supporting businesses who support our communities.
• Educate about health issues surrounding our community.
• Financial education on savings, 401k, and investments.
• Educate about different forms of exercise available to them and the resources in the community.
• Educate about healthy living.
• Educate on resources to grow/start your business and how to be successful doing so.
• Stations set up with museum artifacts from history.

EMPOWERING
• Encouraging patrons to support each other by promoting the businesses through a selfie challenge.
• I Heart You Challenge, patrons will walk around to get “love” stamps from vendor tables.
• “Community Unity Parade” - attendees will give out heart balloons as acts of love and to inspire more love in the community.
• Recognize small business owners who have grown their business for 3 years or more.
• Recognize a community leader who has gone above and beyond to help the under-served.

ENTERTAINING
• Live entertainment from schools, not-for-profit organizations, and local professional talent agencies.
• Educational games with prizes on stage.
• Puppet show
• Arts & Crafts
• Board game table
• Marching Band clinics
• Basketball clinic
• Trivia stations
• Home Depot station
• Teddy Bear building station
• Kids painting station
• Bouncy castles
• Face painting
• Gospel choir
• DJ experience
WHY EXHIBIT & SPONSOR?

EFFECTIVE...

- For corporations and small businesses who look to build strong relationships with a loyal supportive community.

TARGETED...

- For growth-oriented corporations and small businesses. A strong hardworking, dedicated, vibrant community is going to invest in those who invest in them.

PROVEN...

- With 10 years of a successful track record, and a growing list of corporation partners, small business owners, and attendees.

JUNETEENTH NYC
EDUCATING • EMPOWERING • ENTERTAINING
MARKETING CAMPAIGN!

BRAND EXPOSURE FOR YOUR COMPANY IS OUR #1 OBJECTIVE
Our goal is to expose your business to your ideal new or returning customers and let them know you care about them by investing in something that they care about.

DIGITAL MARKETING: promoting partners through links and multi-media Ads
LOCAL PRINT MEDIA: Static Weekly Ads Brooklyn Progress and NEW North Star Brochure, ENY Edition
EMAIL MARKETING: 4 months weekly exhibitor related E-Blast Campaign
PRINT MARKETING: Flyers, Posters, Banners, T-shirts, Wrist Bands
WORD OF MOUTH: 5,000 + Attendees Since 2009
SOCIAL MEDIA MARKETING: Promoting partners pages & products, online giveaways & Trivia questions
LIVE BRANDING: A presence during the Unity Parade over 2 miles of in your face branding

JUNETEENTH NYC
EDUCATING • EMPOWERING • ENTERTAINING
• Promote awareness of your company and its capabilities
• Meet new customers
• Build relationships with potential customers
• Demonstrate your products or services
• Get feedback about your product
• Visibility for your brand and image
• Network with businesses or exhibitors
• Enjoy a “Quality” production
• Enhance customer Service & public relations
• Are you sad that you cannot attend the "Juneteenth Festival" but would still like to be a part of the day? We will be putting together a June 2019- May 2020 brochure of coupons, community information for East New York, and advertisements from local businesses. Here is how:

<table>
<thead>
<tr>
<th>Advertisement Type</th>
<th>Cost</th>
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<tbody>
<tr>
<td>Business Card Space</td>
<td>$200</td>
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<tr>
<td>1/4 page</td>
<td>$400</td>
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<tr>
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<tr>
<td>Inside front cover</td>
<td>$1200</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$1500</td>
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EXHIBITION DISPLAYS

Juneteenth Festival offers a range of OPTIONS for EXHIBITORS

- **Booth**: 10 x 10 Space with 2 chairs: $255 (Only Small home based businesses)
- **Logo on Step & Repeat** in Red Carpet Area: $350
- **After Juneteenth Business Promotion** for 8 weeks/2x a week on social media: **$150**
- **Stage Time** Access during prime Time: $1000
- **Access to Stage during Off Peak Time**: $300
- **Brand Package**- T-shirt/Banner/Step & Repeat: **$750**
- **Logo on T-shirt**: $300
PARTNERSHIP OPPORTUNITIES

TITLE SPONSOR  (EXCLUSIVE PARTNERSHIP)

This is the premium level of involvement only accepting (1) at this level. For sponsorship value of $7,500, Your Company receives the following opportunities.

- Only sponsor to have logo posted on stage in your industry
- All advertisement will be tagged as “(Your business/logo) Presents Juneteenth Festival”
- Logo on T-shirts worn by 100 volunteers and given out to guest in raffles
- Logo on flyers, posters, social media, website, e-blast (4 months before event)
- Logo placed on (2) 8ft banners displayed two weeks before event at a major intersection
- Radio and day of announcements from the DJ throughout the day
- Video: logo placement and interview on event video
- 5-minute address to audience during Prime Time of event (3pm- 5pm)
- Full-page ad in North Star, East New York Edition
- Product samples in attendee bag distributed by event staff
- Press release announcing partnership
- Specialized promotion built around your company
- On-site product display
GRAND SPONSORSHIP OPPORTUNITY $5,000

- Logo on T-shirts worn by 100 people
- Logo on flyers, posters, social media, website, and e-blast
- Logo/Brand on red carpet step & repeat banner
- All advertisement will be tagged “Juneteenth Festival in association with (your brand)”
- Logo placed on (2) 8ft banners displayed two weeks before event at major intersection
- Radio and day of announcements from the DJ throughout the day
- Video: logo placement and interview on event video
- 3-minute presentation to audience
- Media and press release mentions
- Half-page ad in the program for the local talent segment
- Product samples in attendee bags distributed by event staff
- On-Site product display table
PARTNERSHIP OPPORTUNITIES

INVESTED SPONSORSHIP OPPORTUNITY $3,500

- Logo on T-shirts worn by 100 volunteers and given out to guests as raffles
- Logo on flyers, posters, social media, website, e-blast
- Video: logo placement and interview on event video
- Quarter-page ad in the for the local talent segment
- Product samples in attendee bags distributed by event staff
- Video logo placement
- Logo/Brand on red carpet step & repeat banner
LUXURY SPONSORSHIP OPPORTUNITY $700

For Sponsorship of $700 or product, Your Company receives the following opportunities:

- Donation of your company product or fund-raised items to be used as prizes for the winners of the competitions or merchandise to be used for the basketball tournament or friendly game competitions
- Useful products to be used throughout the day’s activities i.e. water bottles, pens,
- Donations: 1,000 hot dogs and buns, grill, charcoal, popcorn, face painter, bouncy castle, waters, breakfast, gift giveaway magician, puppet show, ice, breakfast for volunteers, energy snacks, fruit, gift cards, bags, shirts, hand sanitizers or other items to giveaway
- Logo promotion: your company logos will be displayed on the event website, posters, flyers, and other promotional materials
- Your brand will be tagged as a “Brand/Logo Official Juneteenth Event Sponsors
- Verbal promotion from the DJ/Host for your company will be presented at frequent intervals throughout the event
- On-site product display and sales opportunities for your company
PARTNERSHIP OPPORTUNITIES

SMALL BUSINESS SPONSORSHIP OPPORTUNITY $350
(OPEN TO SMALL BUSINESSES WITH BUDGETS UNDER $50,000)

For sponsorship value of $350 or its equivalent, your company receives the following opportunities:

- On-site product display and sales opportunities for your company
- Logo promotion on web and internet
- Table (booth) set up at the event
REGISTRATION

- Company Name:_________________________________________________________
- Contact Person:________________________________________________________
- Title:_______________________________________________________________
- Address:________________________________________________________________
- Telephone:____________________________________________________________
- Email:_________________________________________________________________
- Website:________________________________________________________________
- Product or Services to be displayed:______________________________________
- Package Sponsorship: ( )Title ( )Grand ( )Invested ( )Luxury ( )Small Business
- I have read and understand all rules and regulations of the Juneteenth festival and I am aware of the registration and payment procedures.
- Authorized Signature:___________________________________________________
- Pledged Amount:________________________________________________________
- Date:_____________________________
CONTACT

Sponsorship Information, please contact:

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