



Dear Future Sponsor,

The Juneteenth 757 FreedomFest is seeking your support at our upcoming Cultural Festival. The 757FreedomFest will be held in Chesapeake, Virginia on Saturday, June 18, 2022. This landmark event derived from the Emancipation Proclamation, the presidential executive order that ended slavery. "Juneteenth" is the celebratory milestone that serves as a day of remembrance of our enslaved ancestry. We are expecting the Festival and Parade to attract over 2K attendees in commemorating this special day. Hampton Roads, affectionally known as the "757" is the home to many historical events and landmarks. From the first settlers here in Jamestown and throughout the seven (7) cities, Hampton Roads is where our great nation took its own first breaths of freedom. We are extremely excited to extend a sponsorship opportunity that is centered here, on the shores of Virginia, the birthplace of America.

The purpose of the 757FreedomFest is two-fold. Primarily the festival will facilitate workshops, cultural programs, and entertainment that are geared towards the betterment and economic growth of African American communities. Additionally, the festival will provide a bridge between communities and foster direct mentorship to underprivileged youth and small business owners. The 757FreedomFest is grounded in our core principles: "Educate, Elevate, & Empower". The event will concentrate on an in-depth understanding of Heritage, while emphasizing African American History, the Arts, Financial Literacy, Small Business Education, and Entrepreneurship. Additionally, the festival will showcase and recognize local talent from the 757 area including musicians, artists, and authors.

Funds raised for the 757FreedomFest will be utilized to secure the festival venue and other associated executive costs and fees. Funds generated through sponsorships, fundraisers, and donations will populate our Mr. & Ms. Juneteenth Scholarship award. Our 757 initiatives include providing cultural awareness, youth & small business mentorship, education resources, and financial literacy that empower the African American communities across the 757. A partnership with the 'Juneteenth757FreedomFest' can be fulfilled in many ways: through corporate volunteering, corporate fundraising, direct monetary gifts, and/or in-kind donations. With your support and involvement, we can unite to help strengthen community relations and make a positive impact in the communities we both live in and serve.

Juneteenth serves symbolically, and in truth, as a reference point to appreciate the progress and contributions by African Americans. The FreedomFest provides an additional outlet for communities to look back in time while simultaneously looking forward. It is my sincere hope that you will join us in our mission by becoming a corporate or local sponsor. Your support will enable us to continue to grow our programs and launch new initiatives that are responsive to the needs of our communities. The Juneteenth 757 FreedomFests' staff, volunteers, and program participants greatly appreciate your generous consideration of our request.

Respectfully,

E. N. Seals,
757FreedomFest
President/Founding CEO
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