

SPONSORSHIP PACKAGE

2022

Juneteenth

CELEBRATE

FREEDOM

EDUCATE

ELEVATE

EMPOWER

757
FreedomFest



757FreedomFest, Inc.
P.O. Box 4091 Suffolk, VA 23439
“Be A Bridge” – A Community Initiative
www.757FreedomFest.Org



Greetings!

The Juneteenth 757 FreedomFest, a nonprofit 501(c)3, is actively 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 3K 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 the 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 cost 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. (#BeABridge Initiative) A partnership with the ‘*Juneteenth 757FreedomFest*’ 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 will also provide 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.

Warmest Regards,

Ebonie Nikole Seals

E. N. Seals, Juneteenth 757FreedomFest
President/Founder

Educate, Elevate, & Empower

JUNETEENTH 757FREEDOM FEST | P.O. BOX 4091, SUFFOLK VA 23439
EMAIL: INFO@757FREEDOMFEST.ORG - WEB: WWW.757FREEDOMFEST.ORG



2022 Sponsorship Tiers

PRESENTING "FREEDOM" SPONSOR: \$10,000 -Corporate Level

- Presenting Corporate Sponsor displayed on banners at all festival events including the Mr. & Miss Virginia Juneteenth Scholarship Pageant and the Main Stage Banner at the FreedomFest. Company Banner also carried during the Parade opening.
- Corporate name/logo on promotional/advertisement to include Festival Staff T-shirts.
- Brand Logo featured on website and Social Media Pre-Festival Promotions including Paid Sponsored Ad Inclusions
- Dedicated Parade Premium Seating (6) for Pass & Review
- Corporate name/logo on official event Step-and-Repeat signage
- Verbal Mentions as Presenting Sponsor on all Radio promotions
- Name or logo prominently printed in event program
- Advertising/Information Booth Tent (10x20) – 2 Tables/Charis
- MC and DJ announcements of sponsor throughout the event
- 6 VIP Tickets to the Miss Juneteenth Scholarship Pageant
- Parade Float Inclusion

EMANCIPATION SPONSOR: \$5,000 -Corporate Level

- Corporate Sponsor displayed on banner at all 757FreedomFest events.
- Corporate Logo on official event Step-and-Repeat signage
- Corporate name/logo on promotional/advertisement
- Brand Logo featured on website and Social Media Pre-Festival Promotions including Paid Sponsored Ad Inclusions
- Dedicated Parade Premium Seating (4) for Pass & Review
- Name or logo printed in event program
- Advertising/Informational Booth Tent
- MC and DJ announcements of sponsor during the event
- 4 VIP Tickets to the Miss Juneteenth Scholarship Pageant
- Parade Float Inclusion

LIBERTY SPONSOR: \$2,500 -Corporate Level

- Corporate Sponsor displayed on banner at all 757FreedomFest events
- Corporate name/logo on promotional/advertisement

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- Logo on website and inclusion with social media marketing blast
- Dedicated Parade Premium Seating (4) for Pass & Review
- Name or logo prominently printed in event program
- Advertising/Informational Booth Tent
- MC and DJ announcements of sponsor during the event
- 4 VIP Ticket for the Miss Juneteenth Scholarship Pageant
- Parade Float Inclusion

COMMUNITY SPONSOR: \$500 -Small Business Level

- Corporate Sponsor Banner displayed at the 757FreedomFest
- Corporate name/logo on promotional/advertisement
- Dedicated Parade Premium Seating (3) for Pass and Review
- Logo on website
- Name or logo printed in event program
- Advertising Booth space
- MC announcement of sponsor during the event
- 3 VIP tickets for the Miss Juneteenth Scholarship Pageant
- Parade Float Inclusion

VISIONARY SPONSOR: \$250 -Small Business Level

- Corporate Sponsor Banner displayed at the 757FreedomFest
- Dedicated Parade Premium Seating (2) for Pass and Review
- Logo on website
- Name or logo printed in event program
- 2 VIP tickets for the Miss Juneteenth Scholarship Pageant

FRIENDS OF JUNETEENTH: Patron \$50 and above: \$ _____

- Name or logo printed in event program

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Juneteenth 757FreedomFest Celebration 2022

Sponsorship Form

Company/Organization Name* _____

Name of Contact* _____

Address* _____

Phone Number* _____ E-mail* _____

Please indicate whether booth space is desired* **Yes.** **No.**

Please Select*

- PRESENTING FREEDOM SPONSOR: \$10,000
- EMANCIPATION SPONSOR: \$5,000
- LIBERTY SPONSOR: \$2,500
- SMALL BUSINESS COMMUNITY SPONSOR: \$500
- SMALL BUSINESS VISIONARY SPONSOR: \$250

- FRIENDS OF JUNETEENTH "Patron" \$ _____

Make Checks/Money Orders payable to: 757FreedomFest

Mail Sponsorship Form and payment to:
Juneteenth 757FreedomFest, Inc
P.O. Box 4091, Suffolk VA 23439

*Sponsorship Forms can also be emailed directly to
M.Hunter@757FreedomFest.Org

* When Sponsorship forms are received, invoices will be sent out within 48 hours*

* High resolution image logos should be sent electronically to:
Director@757FreedomFest.org

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#Be a Bridge

Founded in : 2020

About Us:



Company Vision:

The Hampton Roads '757' FreedomFests' vision is to provide a true concept of the roles of African Americans in United States history. By providing a concrete historical path, the Festival activities will navigate educational, cultural, and inspirational ways to Restore, Encourage, Promote, and Uplift the communities within the Hampton Roads footprint of Virginia.



Company Mission:

"To Inspire, Promote, and Empower the Hampton Roads (757) African American communities via Cultural Awareness, Education, Celebration of the Arts, and Building Economic Growth. These core principles are essential building blocks for African American communities to thrive - at home, at school and through Entrepreneurship gateways. The 757 Juneteenth Freedom Fest magnifies how we, as a community, share knowledge, tell stories, and inspire one another in reaching our fullest potential."



Economic Growth

The Hampton Roads Juneteenth '757' FreedomFest is currently pending its Nonprofit 501c3 certification as a community improvement organization.



Community Impact: To Provide Cultural Awareness and Exhibits, Historical Presentations, Economic Building for Minority Owned Businesses, Youth Activities, Mentorship, and Strengthening Community Relations



Educational Exhibits

Objectives: To promote and cultivate knowledge and appreciation of African American history and culture.



Community Relations



<https://www.757FreedomFest.org>

[/757FreedomFest](#)

[@757FreedomFest](#)

Festival Points of Interests



Venue

- Chesapeake City Park
- Chesapeake, Virginia
- Park Capacity -5K + | 60 Acres
- City Park Bagley Stage + Sub Section, Section A, & Market Place Areas



No of Sponsors

- 15 Sponsors Requested
- Corporate Sponsors
- Small Business/Local Sponsors
- Donations In-Kind



Est. Number of Attendees

- Park Capacity- 5000+
- Expected Attendees- 1500-3000+



Media Channels

- Radio
- Digital Platforms
- Social Media
- Print Flyers

Festival Highlights:

- ✓ Festival Parade
- ✓ Arts and Cultural Stage
- ✓ Educational Workshop Exhibits
- ✓ Vendor Marketplace
- ✓ Food Trucks
- ✓ Health Pavilion
- ✓ Historic Exhibits
- ✓ Children's Activities
- ✓ Music & More....



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Media Reach of Festival Sponsorship

-  **Print advertising**
Local and metropolitan newspapers
-  **Online advertising**
Different campaigns organized across different websites
-  **Radio advertising**
Monthly or weekly campaigns organized across local and metropolitan radio stations
-  **Social advertising**
Different campaigns on Facebook, Instagram and LinkedIn channels
-  **Flyers, Posters and Newsletter**
Distributed to different individuals and businessmen
-  **Signage, Flags and Banners**
Distributed near to event locations and surrounding areas



Extensive marketing promotions utilized Before, During, & After the Festival. Includes Social Media Marketing across all platforms for optimal performance.

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Thank You For Your Support.

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