

SPONSORSHIP PROPOSAL

EVENT PROPOSAL

# JUNETEENTH LOS ANGELES 2022

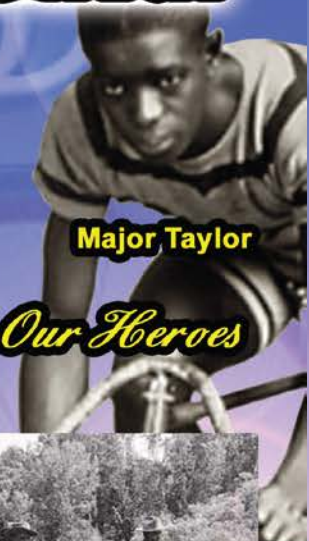
*African American Liberation and Emancipation Day*

## Community Bicycle Ride, Bike Festival

## and Health Fair Expo

# Weekend

CHECK EACH DAY  
EVENT SCHEDULE  
FOR DAILY  
PROGRAM TIMES



Major Taylor

*Celebrating Our Heroes*



Colonel Young



Inner City Cycling Connection

## JUNE 17-19, 2020

Leimert | 3347 W 43rd St. | Los Angeles, CA 90008

For Info Visit: [www.innercitycycling.org](http://www.innercitycycling.org)



**WE CAN FOUNDATION**  
West East Community Access Network, Inc.



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**INNER CITY CYCLING CONNECTION, INC.**

**Promoting Bicycles, Cycling, Bike Safety, Health, Fitness, and a Green Environment In Our Inner Cities.**

# Community Endorsements

1. (NJOF) NATIONAL JUNETEENTH OBSERVANCE FOUNDATION
2. (C.O.R.E) CONGRESS OF RACIAL EQUALITY
3. KINGDOMDAY PARADE
4. (NAMI ) NATIONAL ALLIANCE ON MENTAL ILLNESS
5. (A.S.A.L.H) ASSOCIATION STUDY OF AFRICAN AMERICAN LIFE AND HISTORY
6. (H.A.A.F) HEALTHY AFRICAN AMERICAN FAMILY
7. EAGLE WINGS OF ENLIGHTENMENT CENTER
8. BARBARA MORRISON PERFORMING ARTS ACADEMY
9. ESO WON BOOKS
10. HARUM
11. WORLD STAGE
12. UMOJA CENTER
13. WEST EAST COMMUNITY ACCESS NETWORK
14. LEIMERT PARK VILLAGE MERCHANT AND BUSINESS ASSOCIATION
15. DREW UNIVERSITY
16. FRENANDO PULLUM
17. NAPPY NATURAL
18. WILSHIRE UNITED METHODIST CHURCH

# Event Description

Inner City Cycling Connection, Inc. (IC3), a 501 (C3) organization, (NJOF) National Juneteenth Observance Foundation, and the Barbara Morrison Performing Arts Academy are having a festival called Juneteenth Los Angeles 2020. This event will be a three day event held at Leimert Park in Los Angeles, June 19-21, 2020. Four themes are associated with this events:

- 1) Celebrating our culture, heroes, and health
- 2) Riding for health, justice, and equality
- 3) Exposing our community to the rewards and benefits of cycling
- 4) Honoring the life of Major Taylor, Colonel Young, a Buffalo Soldier from the 9<sup>th</sup> and 10<sup>th</sup> Calvary, and the US 25<sup>th</sup> Infantry Buffalo Soldier Cycling Regiment

## OUR BELIEF

IC3, ( N.J.O.F.), and the West East Community Access believe that this culture celebration will enlighten our community about legacy Juneteenth and its importance to American society. In addition to the cultural aspect, IC3 will incorporate cycling, health, and fitness into this event by having a community bicycle ride/walk, honoring Marshall W. Taylor (A.K.A.: Major Taylor), and paying tribute to the US Army 25th Infantry Regiment (A.K.A.: The Cycling Buffalo Soldiers). Both Major Taylor and the Cycling Buffalo Soldiers are African-American heroes that need their stories told. This Juneteenth Los Angeles 2020 event will assist in that endeavor.



# Juneteenth Background

Juneteenth, also known as Freedom Day or Juneteenth Independence day, is an American holiday that commemorates the June 19, 1865, announcement of the abolition of slavery in Texas which was the last to end slavery, and more generally the emancipation of enslaved African Americans throughout the former Confederate States of America. Texas alone refused to acknowledge the freedom of its slaves at the end of the Civil War on April 9, 1865. Texas held on to its slaves all the way into June 19, 1865 when the Union Army arrived and told the Texas slaves they were free.

The name of the observance is a portmanteau of "June" and "nineteenth", the date of its celebration.

**JUNETEENTH LOS ANGELES 2022 IS A CELEBRATION OF THIS AFRICAN LIBERATION DAY!!**

**INNER CITY CYCLING CONNECTION, INC.**

**Promoting Bicycles, Cycling, Bike Safety, Health, Fitness, and a Green Environment In Our Inner Cities.**

# Friday June 17 Details

- ❑ VENDOR BOOTH SETUP AND REGISTRATION
  - ❑ Registration/Setup time: 7AM to 10AM
- ❑ JUNETEENTH COMMITTEE PRESENTATIONS
- ❑ LECTURES BY SCHOLARS
- ❑ ENTERTAINMENT
  - ❑ Time: 2PM to 6PM



# Saturday June 18 Details

- ❑ HEALTH FORUMS WITH HEALTH AGENCIES AND ORGANIZATIONS
- ❑ SACRED IDIGENOUS DANCES & LECTURES
- ❑ BMX BIKE SHOW AND EXHIBITION
- ❑ KIDDY BIKE RIDES
  - ❑ Teaching bike safety to the kids
- ❑ ACKNOWLEDGEMENTS, ENTERTAINMENT, MUSIC, & CONCERT



# Concept of H.E.E.A.L Discussion

- 1)HEALTH
- 2)EDUCATION
- 3)ECONOMICS
- 4)ARTS
- 5)LEGACY & CULTURE



# Sunday June 19 Details

## ❑ COMMUNITY WALK, RUN, & BIKE RIDE

- ❑ Registration: 7am to 10am
- ❑ Cyclist registration fee: TBD Family walk, run and bike ride starts at 8:00am
- ❑ Bike ride starts in the parking lot of Carl Jr. (Corner of Vermont and King Blvd.)

## ❑ LEIMERT PARK FESTIVAL

### ❑ LIBATION, OPENING BLACK NATIONAL ANTHEM

- ❑ Presentation & lecture
- ❑ Musical artists, drummers, gospel

### ❑ Spoken word, African dancers

- ❑ Featuring a Major Taylor look a like

### ❑ 25<sup>th</sup> INFANTRY, 9<sup>th</sup> AND 10<sup>th</sup> CALVARY BUFFALO SOLDIERS EXHIBIT

- ❑ IC3 will have some of our cyclists dress like cycling buffalo soldiers to relive that era

### ❑ WORKSHOPS - HEALTH, ECONOMICS, HISTORY PRESENTATIONS

- ❑ Bike safety, health & fitness
- ❑ Spiritual healing

## ❑ ACKNOWLEDGEMENTS, ENTERTAINMENT, MUSIC, CONCERT

# Festival Details

- ❑ Location: Leimert Park
- ❑ Date: Friday June 19 - Sunday June 21, 2020
- ❑ Vendor booth setup will be between 7AM to 10AM
- ❑ Vendor booth application and associated fees can be found at [www.innercitycycling.org](http://www.innercitycycling.org) on the Juneteenth LA Ride/Walk link.
- ❑ Vendor booth application pickup and delivery is available. Call Reverend Washington to schedule an appointment - 310-948-5524



# Vendor Booth Information

## ❑ 10 x10 Tent

- ❑ 1 Table 2 Chairs (Provided by event coordinators)

## ❑ BOOTH PRICES

- ❑ FOOD - \$225 per day
- ❑ ARTS/CRAFT AND OTHER BUSINESESS - \$125
- ❑ THERE IS \$50 DISCOUNT FOR THOSE THAT REGISTER FOR ALL THREE DAYS
- ❑ DEADLINE TO APPLY IS MAY 31, 2020. AFTER THAT DATE, BOOTH PRICES ARE SUBJECT TO CHANGE







Inner City Cycling Connection

### COURSE MAP

06/21/20

# Juneteenth Celebration

COMMUNITY BICYCLE RIDE, RUN, WALK

AND

BIKE FESTIVAL/HEALTH FAIR EXPO

Website: [www.innercitycycling.org](http://www.innercitycycling.org)



Course Map

# Attendance and Participation Projection

- ❑ COMMUNITY BICYCLE RIDE, WALK, RUN

- ❑ 500 Participants

- ❑ COMMUNITY BICYCLE RIDE, WALK, RUN STREET SPECTATORS

- ❑ 50,000+ People

- ❑ LEIMERT PARK FESTIVAL ATTENDANCE

- ❑ 800+ Persons daily

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# Sponsorship Opportunities

## VENDING SPONSOR - \$1,000

- Co-Sponsor of Professional Ride
- Pre- and Post-Event Media Recognition
- Pre-Event Banner Promotion Recognition
- START/FINISH Banner Logo Recognition
- Website banner link - 1x8 rotating
- Logo on print advertisements
- Onsite Demo Space Access

## BRONZE SPONSOR - \$2,500

- Same as VENDING SPONSOR +
- Up to (3) Course Banners posted, provided by your company

# Sponsorship Opportunities

## ❑ SILVER SPONSOR - \$2,000

- ❑ Same as VENDING SPONSOR +
- ❑ Website Feature 1x1 column Ad Link
- ❑ Up to (3) Course Banners posted, provided by your company
- ❑ Additional Booth (up to (1) 10 x 10 spaces, tent, table chairs & signage)

## ❑ GOLD SPONSOR - \$1,500

- ❑ Same as VENDING SPONSOR +
- ❑ Website Feature 1x2 column Ad Link
- ❑ Additional Booths (up to (2) 10 x 10 spaces, tent, table, chairs & signage)
- ❑ Up to (5) Course Banners posted, provided by your company



# Sponsorship Opportunities

## ❑ PRESENTING SPONSOR - \$5,000

- ❑ Same as VENDING SPONSOR +
- ❑ Website Feature 1x2 column Ad Link
- ❑ Media communication & supporters recognition
- ❑ Logo on merchandise
- ❑ Additional Booths (up to (3) 10 x 10 spaces, tent, table, chairs & signage)
- ❑ Up to (10) posted Course Banners, provided by your company

### NOTICE:

Course Banners for this event could be your company vehicle with advertisements on it.

# Mr. Don Harris Biography

Don Harris is the Founder and President of Inner City Cycling Connection, Inc. (IC3). He has held this position for the past 20 years. This organization is dedicated to promoting bicycles, cycling, bike safety, health, fitness, and a green environment in our inner cities.

From 1999 to 2010, Don managed and implemented the annual Martin Luther King Jr. Bike Race Classic and Festival in Los Angeles. The budget he handled for those years ranged from \$20,000 to \$30,000. At these races, Don had to organize and coordinate well over 1500 cyclists and an average of 60 plus vendors each year. In addition, Don works for and is in management at the Los Angeles County Water Reclamation Department. He manages a budget of approximately \$250,000 annually, which includes a staff of 3 persons. He has been in this position for the past nine years. Before this position, Don worked at Container Corporation in the city of Los Angeles for 19 years. During that tenure, he managed a budget of 400,000+ annually and supervised a staff of 6 persons.

Don, a devoted Christian and a Vietnam War combat Veteran, has been a member of Wilshire United Methodist Church since 1979. He is presently the president of the Wilshire United Methodist Men's Fellowship congregation. The social agenda for this group includes developing programs that address aggression and domestic violence, teen pregnancy, juvenile mentorship, STD's, HIV/AIDS, and other serious issues. Visit the Inner City Cycling Connection, Inc. website to find out more about Don and the organization he loves.



**USING CYCLING AS A TOOL TO HELP YOUNG PEOPLE STAY OUT OF TROUBLE IS DON HARRIS PASSION.**

**IC3 AND WE CAN FOUNDATION / WEST EAST COMMUNITY ACCESS NETWORK BELIEVE THIS EVENT WILL HELP BRING AWARENESS TO A LOT OF SOCIETY PROBLEMS AND HELP IN GENERATION SOLUTIONS TO SOLVE THEM.**

**THIS EVENT WILL BE USE AS A PLATFORM TO PROMOTE HEALTH AND FITNESS IN OUR COMMUNITY.**

**THIS EVENT WILL BE USE TO IDENTIFY YOUNG MINORITY CYCLING TALENTS EARLY.**

**THIS EVENT WILL GENERATE EMPLOYMENT AND TAX REVENUE IN LOS ANGELES CITY AND COUNTY.**

# Reverend C. Eziokwu Washington Biography



Rev. Clarence Eziokwu Washington, a Vietnam Veteran and a retired engineer, has worked both national as well as internationally. Internationally, he worked as the West Coast Senior Engineer for Tele Media International headquartered in Rome Italy. He then shifted to a Business Solution Engineer for the Society of International telecommunications and Aeronautics in Geneva, Switzerland.

Reverend Washington was principal and part business owner of CS3 Computing Services Support & Solutions, and was a Senior Engineer for EMLAC Communications. He is Co-founder and Vice President of the WE CAN Foundation, a supplemental educational service provider. The Foundation was established in 1995 for the sole purpose of educating minorities in the inner-city computer technology and information technology.

Today the foundation is engaged in the effort to increase the academic performance of the students in 106 school districts in the State of California. The organization sponsors various program to engage and encourage the children in the community to participate in critical thinking. The We CAN Foundation hosted many events in the historical Black Town of Allensworth to raise scholarship funds for High School students. Their current project is producing the first Global Cultural Family Fair, introducing the Performing Arts and Folkloric Dance to the Central Valley and Allensworth Historical Park.

He has had membership in various organizations including the Black Business Association (BBA), the Asian Business Association (ABA), the Greater Los Angeles African American Chamber (GLAAC), the Latin Business Association (L.B.A), and the California Business Council. He is a current member of Recycling Black Dollars. He has served on the committee for Building Bridges Black and Brown in conjunction with and Loyola Marymount University. He is a community activist and a member of the South Central Organizing Committee.

Other experience's included a member of the Inner City Computer Society and a member of Maxine Waters Advisory Committee for Telecommunications. Mr. Washington is an ordained minister, a Spiritual Akan High Priest, a member of the Inter Religious Council, a President for the Allensworth Community Volunteer Association, and a Mediator & Dispute Resolutions for the District Attorney Office dealing with race relations. He is the executive producer and director for a local cable show lecturing on Blacks & Economics and on Black Culture.

# Contact Information

DON HARRIS

President and CEO, Inner City Cycling Connection, Inc.

(A 501-C3 Non-Profit Organization)

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Email: [ic3cycling@gmail.com](mailto:ic3cycling@gmail.com)

Juneteenth 2020 Weblink: <https://innercitycycling.org/juneteenth-la-ride>

Website: [www.innercitycycling.org](http://www.innercitycycling.org)

For application pickup/delivery and payment you can call 310-948-5524.