

CITY OF RACINE
PARKS, RECREATION AND CULTURAL SERVICES
JUNETEENTH CELEBRATION
SPONSORSHIP OPPORTUNITIES



✉ racinejuneteenth@cityofracine.org
☎ 262-636-9459



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Be an integral part of our Celebration

Juneteenth is a federal holiday commemorating the end of slavery in the United States. Juneteenth (short for “June Nineteenth”) marks the day when federal troops arrived in Galveston, Texas in 1865 to take control of the state and ensure all enslaved people be freed.

In Racine, we celebrate Juneteenth over the course of a week full of events that showcase our rich culture, uplift one another, and bring the community together.

Thank you for considering this invitation to partner with us and make a meaningful impact on our community. This packet will explain the sponsorship opportunities in more detail. Once you have decided on one which best complements your organization’s interests, please contact us at 262-636-9459. We look forward to partnering with you!

JUNETEENTH 2024 - LIST OF EVENTS

01

Mr. & Miss Juneteenth

Mr. & Miss Juneteenth is an opportunity for young girls and boys to be in the scholarship pageant. This event provides a platform cultivating African American culture through cultural awareness and mentorship while providing gateways of opportunities for females and males of color, ages 16-18 years old.



02

"The Mixer" - Kickoff

Be in the mix at "The Mixer". Come help kickoff the Juneteenth celebration at Mahogany Gallery. "The Mixer" is an event to network with other small business owners, organizations and individuals of color. Enjoy light refreshments, a live DJ and guest speakers.



03

Flag Raising Ceremony

The Juneteenth Flag Raising Ceremony takes place on the Sunday prior to the annual festival event. The raising of the Juneteenth Flag commemorates how far Black Americans have come and prompts reflection on the work that still needs to be done. This monumental moment includes African drummers & dancers and speeches on Juneteenth's history.



JUNETEENTH 2024 - LIST OF EVENTS

04



A Day in STEM

A day full of adventure with mind-blowing technology! Featuring the Dr. John Bryant Community Center's Innovation Station, Gateway Technical College, and additional exhibits. Explore with 3D printing, play with robots, discover what it is to code and much more!

05

Racine County Day

An exciting day for children and adults. Racine County Day entails a resource fair of the County's organizations, departments and businesses. It includes activities, food and small group opportunities! Learn about the great things the County has to offer!



06

City of Racine Day

A fun day for children and adults. City of Racine Day entails a resource fair of Racine's organizations, departments and businesses. It also includes games and activities, along with raffle basket giveaways! Learn about great things the City has to offer while having fun in the process!



JUNETEENTH 2024 - LIST OF EVENTS

07

HBCU & Divine 9 Night

Want to learn more about the Historically Black Colleges & Universities? What are your thoughts on what it means to be a part of the Divine 9 organizations? How should I pay or save for college? Receive your answers to these questions and so much more during this fun-filled night.



08

Sneaker Ball 3.0

Be apart of a formal black tie event with a bit of a twist to it - **SNEAKERS** instead of your traditional footwear. All benefits from ticket sales, live donations, and the sneaker raffle go to benefit the youth of The Dr. John Bryant Community Center directly through programs and events.



09

49th Annual Juneteenth Day Festival

A fun-filled day for children, adults and families to celebrate a day of remembrance and reflection of the African American culture. The holiday is a time to honor the legacy of slavery and the struggle for freedom, to celebrate culture and heritage, and to recognize the ongoing struggle for racial justice and equality.





SPONSORSHIP LEVELS

Sponsorship opportunities are tiered into six levels: *Premier*, *Freedom*, *Liberty*, *Heritage*, *Legacy*, and *Gold*. Each tier offers a different perk package relative to the sponsors' financial commitment. Please read below for general details of each tier's perk package.

PLATINUM SPONSORS - \$25,000+

(Where applicable) Includes: Exclusive naming rights (name/logo on signs/banners), special event signage, signage on main stage at Sneaker Ball & Festival, complimentary seating for 16 (two tables) at Sneaker Ball, 15 complimentary Juneteenth t-shirts, full-page feature in souvenir booklet, video submission for website/social media, logo/name on Juneteenth t-shirt, recognition in event news releases and PSAs, exposure through website and social media presence, inclusion in all printed materials, complimentary 10x10 booth at Festival to advertise merchandise, product, information, etc.

FREEDOM SPONSORS - \$10,000

(Where applicable) Includes: Recognition on the main Juneteenth Celebration banner, special event signage, complimentary seating for 8 (one table) at Sneaker Ball, 10 complimentary Juneteenth t-shirts, one 2'x6' or 2'x8' promotional banner displayed at Sneaker Ball, full-page ad in souvenir booklet, logo/name recognition on Juneteenth t-shirt, logo/name recognition on City of Racine PRCS website, media and publication recognition during week-long Juneteenth celebration, exposure through website and social media presence, complimentary 10x10 booth at Festival to advertise merchandise, product, information, etc.

LIBERTY SPONSORS - \$5,000

(Where applicable) Includes: 6 complimentary tickets to Sneaker Ball, 8 complimentary Juneteenth t-shirts, one 2'x6' promotional banner displayed at Sneaker Ball, full-page ad in souvenir booklet, exposure through website and social media presence, logo/name on City of Racine PRCS website, on-site recognition during Juneteenth Festival, complimentary 10x10 booth at Festival to advertise merchandise, product, information, etc.

SPONSORSHIP LEVELS

HERITAGE SPONSORS - \$2,500

(Where applicable) Includes: 4 complimentary tickets to Sneaker Ball, 6 complimentary Juneteenth t-shirts, one 2'x6' promotional banner displayed at Sneaker Ball, full-page ad in souvenir booklet, exposure through website and social media presence, logo/name on City of Racine PRCS website, on-site recognition during Juneteenth Festival, complimentary 10x10 booth at Festival to advertise merchandise, product, information, etc.

LEGACY SPONSORS - \$1,000

(Where applicable) Includes: 2 complimentary tickets to Sneaker Ball, 4 complimentary Juneteenth t-shirts, one 2'x6' promotional banner displayed at Sneaker Ball, half-page ad in souvenir booklet, logo/name on City of Racine PRCS website, on-site recognition during Juneteenth Festival, complimentary 10x10 booth at Festival to advertise merchandise, product, information, etc.

GOLD SPONSORS - \$750

(Where applicable) Includes: 2 complimentary Juneteenth t-shirts, one 2'x6' promotional banner displayed at Sneaker Ball, quarter-page ad in souvenir booklet, logo/name on City of Racine PRCS website, on-site recognition during Juneteenth Festival, complimentary 10x10 booth at Festival to advertise merchandise, product, information, etc.



SPONSORSHIP COMMITMENT FORM

Name: _____

Business/Organization Name: _____

Address: _____ City/State/Zip: _____

Email: _____ Phone Number: _____

Sponsorship Opportunities - Please check the box for your desired sponsorship level:

- | | |
|---|---|
| <input type="checkbox"/> Platinum Sponsorship \$25,000+ | <input type="checkbox"/> Heritage Sponsorship \$2,500 |
| <input type="checkbox"/> Freedom Sponsorship \$10,000 | <input type="checkbox"/> Legacy Sponsorship \$1,000 |
| <input type="checkbox"/> Liberty Sponsorship \$5,000 | <input type="checkbox"/> Gold Sponsorship \$750 |

Souvenir Ad Booklet rates: DEADLINE IS MAY 15, 2024

- | | |
|---|---|
| <input type="checkbox"/> Inside cover (7.5"W x 10"H).....\$500
<small>(if available)</small> | <input type="checkbox"/> Half page ad (7.5"W x 4.75"H).....\$200 |
| <input type="checkbox"/> Back cover (7.5"W x 10"H).....\$500
<small>(if available)</small> | <input type="checkbox"/> Quarter page ad (3.5"W x 4.75"H).....\$100 |
| <input type="checkbox"/> Full-page ad (7.5"W x 10"H).....\$300 | <input type="checkbox"/> Business card (3.5"W x 2"H).....\$75 |
| <input type="checkbox"/> Patron ad (name listed ONLY).....\$25 | |

_____ Please print the name to appear on the patron ad

Sneaker Ball Tickets - Friday, June 14, 2024 Social Hour begins at 5:30 p.m. Festival Hall

- \$50/person (March 25-April 19 ONLY) \$75/person (after April 19) \$750/table

**Email PDF or jpeg. printer-ready ad to: racinejuneteenth@cityofracine.org
If you need assistance with creating an ad, contact pastorteachercarter@yahoo.com**

PLEASE READ: Specific sponsorships are sold on a first-come, first-served basis. Liability for the content of sponsorships (text, representation and illustrations) is assumed by sponsoring agencies for any claims arising from there against the City of Racine, City of Racine PRCS and/or City of Racine Juneteenth Committee. Right of refusal of any sponsorship not in keeping with the agency's terms and policies is reserved by the City of Racine, City of Racine PRCS and/or City of Racine Juneteenth Committee. The City of Racine, City of Racine PRCS and/or City of Racine Juneteenth Committee is not liable for delays in delivery, and/or non-delivery in the event of an Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot explosion, embargo, strikes (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of the City of Racine affecting production or delivery in any manner.

By signing below, I hereby acknowledge that I have read, completed, and agreed to the above information.

Signature: _____ Date: _____



Payment in full is requested upon submission of Commitment form.

Please make checks payable to:

Racine/Kenosha Community Action Agency

Memo : Juneteenth 2024



- Cash Check # _____ Credit Card Receipt # _____

SPONSORSHIP TERMS & POLICIES

1. Sponsorship opportunities are extended to any local, national or international business, non-profit agency and government agency that have or wish to have a presence in the City of Racine. Organizations whose primary business involves the following activities are ineligible for sponsorship opportunities in the City of Racine:

- A. Promotion of the sale or consumption of alcoholic beverages and tobacco products.
- B. Promotion of gambling or illegal drugs.
- C. Promotion of the sale or use of firearms or other weapons.
- D. Depiction or characterizations which suggest nudity, profanity, obscenity or lewdness.
- E. Commentary or advocacy of social, religious or political nature.
- F. Promotion of services or programs that are already offered by the City of Racine.

Advertising opportunities being provided are solely non-public forums and specifically are not to be considered opportunities for discussion or interchange of ideas on public issues. Subject to the City of Racine terms for accepting sponsorship contracts will be accepted on a first-come, first-serve basis.

2. The City of Racine, Parks, Recreation & Cultural Services reserves the right to make final determination for acceptance on sponsorship contracts.

3. The City of Racine, reserves the right to revise, reflect or omit any ad at any time without notice. Any camera-ready sponsorship submitted that does not conform to the publications mechanical requirement will be enlarged, reduced or floated at the discretion of the department staff. The City of Racine shall not be responsible for damages if any Advertisement fails to be published for any reason.

4. The City of Racine reserves the right to determine and/or change the placement of ads without notice.

5. Advertisers and advertising agencies are liable for all contents of advertisements (including copy representation and illustrations) and shall indemnify and hold harmless the City of Racine limitation against, for any and all claims made thereof against losses sustained by the City of Racine Parks, Recreation & Cultural Services Department, City Council and employees.

6. The advertising and its agency, each represent that they are fully authorized and licensed to use:

- A. The names, portraits, and/or pictures of living persons;
- B. Any copyrighted or trademarked materials;
- C. Any testimonials contained in any advertisement submitted by or on behalf of the advertiser and published in any of the City of Racine publication, and that such advertisement is neither libelous or defamatory, an invasion of privacy, or otherwise unlawful to any third party. The advertiser and its agency each agree to indemnify and save harmless the City of Racine against all losses, liability, agency each agree to indemnify and save harmless the City of Racine against all losses, liability, damage and or expenses arising from the copying, printing or publishing of any such a advertisement.

7. No conditions printed or otherwise, appearing on contracts, orders or copy instructions, which conflict with the City of Racine policies will be binding on the City of Racine or its agendas.

8. The City of Racine shall not be responsible for any damages caused by acts of God, fires, strikes, accidents or other occurrences beyond the control of the publisher of the City of Racine.

9. Failure to fulfill contract terms will result in additional charges equal to the full contract fee.

10. The City of Racine will not return any items submitted for Sponsorship.

11. Payments are due on or before the first date of notification timeline. Failure to do so may forfeit the agreement for sponsorship.



NEXT STEPS

If you are interested in partnering with us and impacting our community in a meaningful way, please fill out the

Sponsorship Commitment Form.

Forms can be submitted via email (racinejuneteenth@cityofracine.org) or to the Dr. John Bryant Community Center (601 Caron Butler Drive - Racine, WI 53403)

We will contact you once forms are received.

If you have any questions, please contact us:

(262) 636-9459

Visit our website and socials to see what we do for the community everyday!



facebook.com/RPRCS/

facebook.com/Racine.Juneteenth

cityofracine.org/ParksRec/

instagram.com/racineprcs



Thank you!