

10th Annual South Carolina Juneteenth Freedom Fest

Sponsorship Opportunities

Saturday, June 20, 2026

Finlay Park | Columbia, South Carolina

Expected Attendance: 25,000

Theme: The Future We Owe Ourselves



A Decade of Impact. A Platform With Purpose.

In 2026, the South Carolina Juneteenth Freedom Fest celebrates **ten years of sustained cultural leadership, community investment, and large-scale public engagement.**

Over the past decade, the festival has welcomed **more than 50,000 attendees cumulatively**, supported **hundreds of artists, creatives, and small businesses**, and helped circulate **millions of dollars into the local economy.**

What began as a grassroots effort has grown into one of the **largest Juneteenth celebrations in the Carolinas** and a trusted civic platform where culture, history, and future-focused action meet.

In 2026, the festival returns to the **newly renovated Finlay Park** for what will be the **largest public celebration held there this year**, welcoming an expected **25,000 attendees** from across South Carolina and beyond.

This is not a one-day activation. It is a body of work.



The Meaning of Juneteenth Today

Juneteenth has evolved into a moment of reflection and responsibility.

It asks us to examine where we are as a community, what challenges remain, and what we owe to future generations. Our mission has always been clear: to honor our ancestors, commemorate emancipation, and empower descendants through culture, education, health, opportunity, and economic participation.

In 1865, freedom was announced. In 2026, freedom is something we continue to build.

That responsibility defines this year's theme.

Theme: The Future We Owe Ourselves

The Future We Owe Ourselves is a call to ownership and intention.

It recognizes that progress is not automatic. It requires leadership, partnership, and sustained investment. Every performance, program, and activation at the 10th Annual South Carolina Juneteenth Freedom Fest reflects this commitment to forward motion.

Sponsors are not placed beside this work. They are part of it.

How Sponsorship Works

Exclusive by Category

All sponsorships are exclusive by category

One Sponsor Per Experience

One sponsor per experience or activation

No Competing Brands

No competing brands within the same category

01

Before the Festival

Visibility occurs before the festival through promotional campaigns

02

During the Festival

On-site brand presence and engagement with 25,000 attendees

03

After the Festival

Extended ROI through content and community trust



Commitment deadline for all sponsorships: Friday, May 1, 2026

Premier Festival Experiences

Finlay Park Venue Sponsor

Investment: \$20,000 | **Exclusivity:** One partner

Positions a partner as the presenting sponsor of the festival grounds for the day. Powers the overall festival footprint and attendee experience across Finlay Park.



- Official Finlay Park Venue Sponsor
- Sole naming recognition for the festival grounds
- Prominent signage at entrances and key park locations
- Brand alignment with the full festival experience
- Pre-event announcement, live coverage, and post-event recap content

Estimated ROI: High-frequency impressions across the entire park and long-term association with a major cultural institution.

Freedom Fest Headliner Concert Sponsor

Investment: \$25,000 | **Exclusivity:** One partner

Aligns a brand with the most anticipated entertainment moment of the festival. Powers the main concert featuring nationally recognized recording artists.



- Official Freedom Fest Headliner Concert Sponsor
- Sole ownership of the headliner experience
- Sponsor introduction from the main stage
- Company representative introduces the headliner alongside the host
- Logo displayed on stage screens during key moments
- Dedicated pre-event concert promotion, live posts, stories, and reels

Estimated ROI: Maximum audience concentration, high social sharing, and strong emotional recall.

Grand Finale Fireworks Sponsor

Investment: \$15,000 | **Exclusivity:** One partner

Sponsors the final and most emotionally resonant moment of the day. Powers the official fireworks finale.



- Official Fireworks Sponsor
- Naming recognition during countdown
- Branding in viewing areas
- Pre-event spotlight, live finale coverage, and prominent recap inclusion

Estimated ROI: Lasting brand recall tied to celebration and emotion.



Ceremony and Leadership Sponsorships

Opening Ceremony Sponsor

Investment: \$10,000

Exclusivity: One partner

Aligns a brand with the official opening and most unified audience moment. Powers the ceremonial start of the festival.

- Official Opening Ceremony Sponsor
- On-stage acknowledgment during opening remarks
- Visual branding during the ceremony
- Pre-event announcement, live ceremony coverage, and recap inclusion

Estimated ROI: High trust, concentrated visibility, and symbolic alignment.

Keynote Speaker Sponsor

Investment: \$7,500

Exclusivity: One partner

Aligns a brand with thought leadership and future-focused dialogue. Powers the festival keynote tied to the theme *The Future We Owe Ourselves*.

- Official Keynote Sponsor
- Sponsor introduction of the keynote speaker
- Pre-event keynote announcement, live quote highlights, and recap inclusion

Estimated ROI: Association with leadership, credibility, and vision.

Youth Leadership Awards Presenter Sponsor

Investment: \$10,000 | **Exclusivity:** One partner

Celebrates and invests in the next generation of leaders. Powers on-stage recognition of outstanding youth achievement and service.



Official Youth Leadership Awards Presenter



Sponsor presents awards on stage



Dedicated awards post, tagged recipient highlights, and recap inclusion

Estimated ROI: Strong community goodwill and education alignment.

Community Voices Sponsor

Investment: \$6,000 | **Exclusivity:** One partner

Family and Youth Engagement



Kids Zone and STEM Tent Sponsor

Investment: \$15,000 | **Exclusivity:** One partner | **Deadline:** Friday, May 1, 2026

Supports family engagement and youth development. Powers hands-on kids programming and STEM experiences.

Brand Positioning

Official Kids Zone and STEM Tent Sponsor

On-Site Visibility

Naming signage throughout the area

Digital Exposure

Family-focused posts, live activity coverage, and recap inclusion

Estimated ROI: High dwell time and family trust.

Splash Pad Sponsor

Investment: \$7,500 | **Exclusivity:** One partner | **Deadline:** Friday, May 1, 2026

Supports family comfort and play. Powers splash pad activation and 200 branded towels.



Splash Pad Branding

Branding at splash pad location



Branded Towels

Logo on 200 towels distributed to families



High Visibility

Family content highlights and recap inclusion

Estimated ROI: High photo and video visibility.

Health, Wellness and Comfort

Wellness Wake Up Sponsor

Investment: \$5,000

Promotes health, movement, and collective energy. Powers a live wellness activation.

- Official Wellness Wake Up Sponsor
- On-stage acknowledgment
- Pre-event promotion, live wellness coverage, and recap inclusion

Estimated ROI: Positive wellness association.

Rest and Recovery Zone Sponsor

Investment: \$5,000

Enhances comfort and accessibility. Powers shaded seating and cooling areas.

- Signage in rest zones
- Live comfort features and recap inclusion

Estimated ROI: High dwell time and goodwill.



Interactive Experiences and Cultural Programming

Freedom Quest Interactive Experience Sponsor

Investment: \$25,000–\$35,000 | **Exclusivity:** One partner | **Deadline:** Friday, May 1, 2026

Creates a signature, immersive festival experience. Powers a festival-wide interactive scavenger and challenge experience.

Official Freedom Quest Sponsor with branding on passports and signage throughout the festival

Estimated ROI: Exceptional engagement and amplification through multi-post campaign and high user-generated content.



Black Future Builders Station Sponsor

Investment: \$15,000

Centers future vision and community leadership. Powers a community visioning lab focused on 2030 with naming recognition and branding on vision wall.

ROI: Thought leadership and long-term impact.



Drum Circle and Storytime Sponsor

Investment: \$7,500

Connects generations through rhythm and storytelling. Powers interactive drumming and storytelling with cultural highlights and recap inclusion.

ROI: Emotional and cultural alignment.



Arts, Culture and Expression Pavilion Sponsor

Investment: \$10,000

Elevates Black creativity and expression. Powers a curated arts pavilion with artist features and recap inclusion.

ROI: Creative credibility.

Games, Operations and Commemorative Sponsorships

Juneteenth Spades Showdown Sponsor

Investment: \$2,500

Celebrates cultural connection through friendly competition. Powers a branded spades tournament with tournament signage, sponsor presents winners, tournament promotion, and live competition coverage.

ROI: High engagement at accessible cost.

Cornhole Tournament Sponsor

Investment: \$3,500

Drives casual participation and sustained engagement. Powers a cornhole tournament activation with branded playing area, pre-event promotion, and live coverage.

ROI: Steady crowd interaction.

Site Map and Stage Itinerary Sponsor

Investment: \$10,000

Ensures high-frequency brand exposure. Powers printed and digital maps and schedules.

ROI: Repeated impressions throughout the day.

Security and Safety Partner Sponsor

Investment: \$8,000

Builds trust and assurance. Powers visible safety coordination.

ROI: Strong civic trust alignment.

Clean Up and Sustainability Sponsor

\$4,500 | Demonstrates stewardship and responsibility through recycling and post-event cleanup

Artist Hospitality Sponsor

\$7,500 | Supports performer care and professionalism through backstage hospitality

10th Anniversary Limited Edition Souvenir Cup Sponsor

\$10,000 | Extends brand life beyond the festival through commemorative cups with long-term household visibility

Hand Fan Sponsor

\$2,500 | Provides comfort and high-utility visibility through custom hand fans with one of the strongest cost-per-impression values

All sponsorships are exclusive by category with commitment deadline: Friday, May 1, 2026