

9th Annual Juneteenth Freedom Fest 2025

Peace and Blessings! We are delighted to share details about the extraordinary opportunity to partner with The South Carolina Juneteenth Freedom Fest in hosting the 9th Annual Juneteenth Freedom Festival and Parade. This celebration is set to take place in downtown Columbia, SC on Saturday, June 21st, 2025. Our theme for this year is "From Emancipation to Elevation: Allowing the Strength of Our Past to Propel Us into the Future"

Juneteenth, also known as Freedom Day or Emancipation Day, commemorates the emancipation of some of the last enslaved African Americans in the United States. On June 19th, 1865, Union soldiers arrived in Galveston, Texas, with news that the Civil War had ended and that the enslaved were now free. This announcement came two and a half years after the Emancipation Proclamation and months after a brutal civil war, and it marked a pivotal moment in our nation's history.

The Juneteenth Freedom Festival is a powerful celebration of this historic milestone, honoring the struggles, resilience, and triumphs of the African American community. By partnering with our organization, your brand will have the opportunity to align with a cause that resonates deeply with people across the country and more specifically here in the Midlands.

The festival will feature an array of activities, including a vibrant parade, live music from local and national artists, guest speakers, cultural performances, educational exhibits and workshops, a kids zone, and dozens of small businesses who partner with us as vendors. As a partner, your brand will have the chance to engage with a diverse audience, raise awareness of your initiatives, and contribute to the meaningful celebration of this important historical event.

We offer various sponsorship packages to meet different engagement goals. From the prestigious Emancipator Presenting Sponsorship to other levels, we have options for every budget. This vibrant festival has attracted nearly 40,000 attendees since its inaugural event and garners national media attention and engages hundreds of thousands of people online. Join us in commemorating freedom and empowering our communities!



About Us

From Emancipation to Elevation: Allowing the Strength of Our Past to Propel Us into the Future

The South Carolina Juneteenth Freedom Fest stands as a vibrant testament to the rich history and cultural heritage of African Americans. We joyfully celebrate the struggles and triumphs of our ancestors, and we are committed to empowering future generations to thrive.

Our Mission

The South Carolina Juneteenth Freedom Fest is driven by our MISSION to honor our ancestors, commemorate their emancipation, and empower their descendants through initiatives that foster economic growth, community redevelopment, societal advancement, improved health, and educational efforts.

Our festival is more than just a celebration; it's a powerful platform for education, empowerment, and progress. Through diverse activities like workshops on financial literacy, mental health, homeownership, and more, we create a space where history is honored, culture is celebrated, and future leaders are inspired. The event's significance is underscored by features in prominent publications such as Ebony Magazine, NPR, and Essence Magazine, solidifying its prominent place in the national conversation surrounding African American heritage and progress.



Step into the spotlight like Michelin Tire Company, one of our valued sponsors and community partners, who held a fantastic hiring initiative at our previous event. Is your company or organization ready to engage with the community in a similarly impactful way?

Walmart, one of our proud sponsors, actively participated in the parade and connected with the community. Not only did they join the festivities, but they also made sure festival attendees stayed cool by distributing water.

Elevate your brand with a powerful presence on the main stage, ensuring visibility to 8k+ attendees alongside renowned national recording artists and speakers.

Forge a powerful alliance with us to align your brand with a movement that celebrates resilience, advocates for education, and ignites progress. Your backing empowers us to broaden our influence, elevate our programs, and make enduring positive changes here in the Midlands and around the country.

Emancipator Presenting Sponsorship: \$75,000

As the Emancipator Presenting Sponsor, your company will be at the forefront of this momentous celebration, gaining unparalleled visibility and association with the festival's core values of freedom, progress, and community empowerment. This premier sponsorship level offers an extensive suite of great benefits designed to maximize your brand's exposure and engagement with our diverse audience.

- **Presenting Sponsor** of the 9th Annual Juneteenth Freedom Festival and Parade, highlighting your commitment to celebrating African American heritage.
- Present the Grand Marshals of the Parade
- 10 Custom Pole Banners Throughout the City with your logo
- Logo featured on official post event photographs
- Mentioned in TV & Radio Ads reaching hundreds of thousands in South Carolina
- Facebook/TikTok/Instagram Marketing (ads provided by your company on our pages)
- Logo placement on promotional materials
- 10×20 Exhibition space at the festival
- Multiple Emcee shoutouts
- 4 Feather Flags
- 5-minute stage presentation about your community support
- 12 Festival T-Shirts

This comprehensive package ensures your brand is integrally linked with every aspect of the Juneteenth Freedom Festival, from the opening parade to the closing fireworks. It's an unparalleled opportunity to demonstrate your company's dedication to cultural celebration, historical awareness, and community empowerment.





Liberation Sponsorship: \$50,000

Key Benefits

The Liberation Sponsorship offers to showcase your brand at the 9th Annual Juneteenth Freedom Fest. Align with themes of freedom, progress, and cultural celebration.

- Featured Artist Presented by Your Company
- Sponsorship of the Juneteenth Youth Empowerment Zone
- Juneteenth Freedom Festival Parade spot
- Logo placement on promotional materials
- 10x10 Exhibition space at the festival
- TV & Radio Advertisements
- Facebook/TikTok/Instagram Marketing (ads provided by your company on our pages)
- Emcee shoutouts throughout the festival
- 2 Feather Flags with your company's logo
- 5 minutes of stage time
- 10 Festival T-Shirts

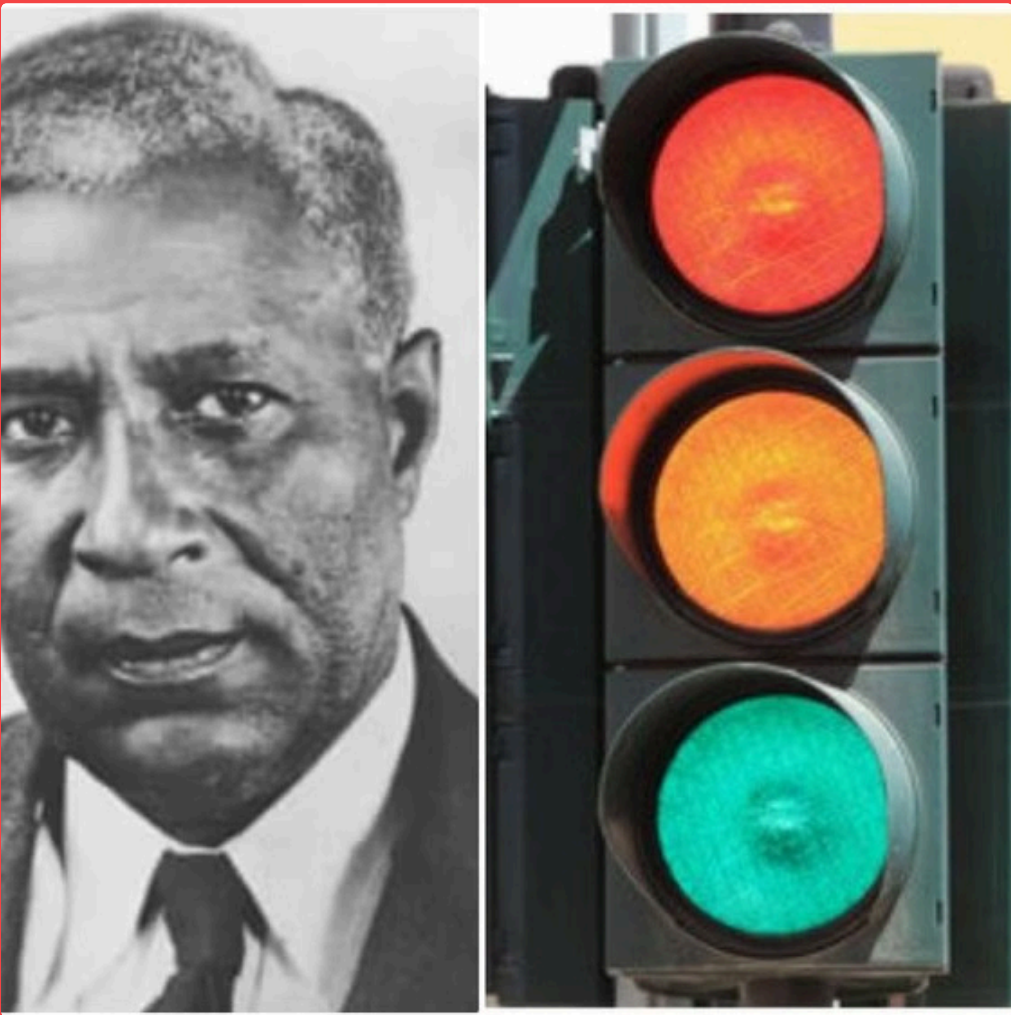
Youth Empowerment & Community Engagement

Sponsor the Juneteenth Youth Empowerment Zone - showcase your brand's commitment to the African American community.

This comprehensive package is an investment in both brand exposure and community goodwill, aligning your company with the values of freedom, education, and progress embodied by the Juneteenth Freedom Festival.

Independence Sponsorship: \$25,000

The Independence Sponsorship package offers a compelling opportunity for your company to play a pivotal role in the 9th Annual Juneteenth Freedom Festival. This sponsorship level combines significant brand visibility with meaningful cultural engagement, aligning your brand with the festival's themes of independence, education, and cultural heritage.



Keynote Speaker Presentation

Present the festival's keynote speaker and associate your brand with thought leadership. This prestigious opportunity links your company to the event's most impactful moment.

Black History Gallery Sponsorship

Sponsor the Juneteenth Black History Gallery, showcasing African American art and inventions. This links your brand to celebrating African American achievements and culture.

- Keynote Speaker Presented by Your Company
- Sponsorship of the Juneteenth Black History Gallery with art and inventions created by African Americans
- Juneteenth Freedom Festival Parade spot
- Logo placement on promotional materials
- 10x10 Exhibition space at the festival
- Facebook/TikTok/Instagram Marketing (ads provided by your company on our pages)
- Emcee shoutouts throughout the festival
- 2 Feather Flags with your company's logo
- 3-5 minutes of stage time to talk about how your company supports and engages with the African American community
- 8 Festival T-Shirts

The Independence Sponsorship supports the Juneteenth Freedom Festival, demonstrating your brand's commitment to cultural education and community empowerment.

Empowerment and Unity Sponsorships



Empowerment Sponsorship: \$15,000

Make a significant impact at the Juneteenth Freedom Festival with this robust sponsorship package. Enjoy prominent visibility and brand exposure throughout the event.

- Large branded stage showcasing your company's logo and branding throughout the festival
- Juneteenth Freedom Festival Parade spot
- 10x10 Exhibition space at the festival
- Logo placement on promotional materials
- Facebook/TikTok/Instagram Marketing (ads provided by your company on our pages)
- Emcee shoutouts throughout the festival
- 6 Festival T-Shirts

Both sponsorship levels offer unparalleled opportunities to demonstrate your support for cultural celebration and community engagement, while significantly enhancing your brand's visibility and reputation.

Unity Sponsorship: \$7,500

This sponsorship offers a perfect balance of brand visibility and engaging opportunities to connect with the community.

- Guest DJ presented by your company
- Logo placement on promotional materials
- Facebook/TikTok/Instagram Marketing (ads provided by your company on our pages)
- Emcee shoutouts throughout the festival
- A 10x10 exhibition space at the festival
- A spot in the Juneteenth Freedom Festival Parade
- 4 Festival T-Shirts

Equality and Resilience Sponsorships

Equality Sponsorship: \$5,000

The Equality Sponsorship package offers a well-rounded opportunity for companies to support the Juneteenth Freedom Festival while gaining valuable brand exposure. This sponsorship level is designed to provide a mix of marketing benefits and direct engagement with festival attendees.

- 500 rally towels with your company's logo
- Logo placement on promotional materials
- Facebook/TikTok/Instagram Marketing (ads provided by your company on our pages)
- Emcee shoutouts throughout the festival
- 10x10 exhibition space at the festival
- A spot in the Juneteenth Freedom Festival Parade
- 4 Festival T-shirts

Resilience Sponsorship: \$2,500

The Resilience Sponsorship package offers a focused approach to brand visibility and community engagement at the Juneteenth Freedom Festival. This sponsorship level is perfect for companies looking to make a meaningful impact while working within a more modest budget.

- 50 volunteer t-shirts featuring your company's logo
- Logo placement on promotional materials
- Facebook/TikTok/Instagram Marketing (ads provided by your company on our pages)
- Emcee shoutouts throughout the festival
- A spot in the Juneteenth Freedom Festival Parade
- 10x10 exhibition space at the festival
- 4 Festival T-shirts

Both the Equality and Resilience sponsorship packages provide excellent opportunities for companies to demonstrate their commitment to cultural celebration and community support. These sponsorship levels offer a balance of brand visibility and direct engagement with festival attendees, allowing your company to make a meaningful impact while gaining valuable exposure. By choosing either of these sponsorship tiers, your company aligns itself with the values of equality, resilience, and community empowerment that are central to the Juneteenth Freedom Festival.

Community and Small Business Sponsorships

Community Supporter: \$1,000

The Community Supporter sponsorship is for local businesses and organizations who want to show their support and gain exposure at the Juneteenth Freedom Festival. This affordable package offers benefits to recognize your brand as a key supporter.

- 100 hand fans with your company logo.
- Logo placement on promotional materials
- Social media recognition on our Facebook, TikTok, and Instagram pages
- Recognition as a Community Supporter during the festival's announcements
- A thank you mention on our website
- A 10x10 exhibition space at the festival
- 2 Festival T-shirts

Small Business Champion: \$500

The Small Business Champion sponsorship highlights your local business at the Juneteenth Freedom Festival. This affordable package offers visibility and recognition as a key supporter.

- Dedicated social media posts highlighting your small business
- Recognition as a Small Business Champion during the festival's announcements
- A thank you mention on our website
- 2 Festival T-shirts

The Community Supporter and Small Business Champion sponsorships are affordable ways for local businesses to support the Juneteenth Freedom Festival. These packages provide visibility and recognition as a key community partner.

Join Us in Celebrating Freedom and Progress

As we approach the 9th Annual Juneteenth Freedom Festival and Parade, we invite you to be part of this transformative celebration of freedom, culture, and community empowerment. Your sponsorship is more than just financial support – it's an investment in our shared history and a brighter, more inclusive future.

Join forces with us to amplify your brand's influence and contribute to meaningful change. Interact with over 8k attendees and extend your reach to a vast audience through our impactful marketing strategies on social media, radio, television, and authentic word-of-mouth promotions. Align your company with values of progress, education, and cultural pride, and explore a diverse range of sponsorship options designed to align with your budget and engagement objectives. Our commitment lies in adapting to meet the unique needs of your company.

Impactful Brand Visibility

Showcase your commitment to diversity and inclusion on a platform that has garnered national attention from prestigious publications like Ebony Magazine, NPR, and Essence Magazine.

Community Engagement

Connect directly with attendees through exhibition spaces, parade participation, and speaking opportunities, fostering genuine relationships with your target audience.

Educational Support

Contribute to workshops on black homeownership, mental health, and financial literacy, demonstrating your company's commitment to community empowerment and progress.

Cultural Celebration

Be part of a vibrant festival that honors our past, celebrates our present, and looks forward to a future of unity and equality.

Your sponsorship will play a crucial role in making the 9th Annual Juneteenth Freedom Festival and Parade a landmark event. Together, we can create a celebration that not only commemorates a pivotal moment in history but also inspires and empowers future generations.

Don't miss this opportunity to make a lasting impact. Choose the sponsorship level that best aligns with your company's goals and values, and join us in this important celebration of freedom, unity, and progress. Your support will help us continue to grow this festival, reaching more people with our message of empowerment and cultural pride.

Thank you for considering this partnership. We look forward to working with you to make the 9th Annual Juneteenth Freedom Festival and Parade an unforgettable experience for all. Together, let's honor our past, celebrate our present, and build a more inclusive future.

Sponsorship Pledge Form

Thank you for supporting the 9th Annual SC Juneteenth Freedom Fest! Please complete this form to confirm your sponsorship.

Sponsor Information

Organization Name: _____

Contact Name: _____

Title/Position: _____

Email Address: _____

Phone Number: _____

Mailing Address: _____

Social Media: _____

Sponsorship Level

- 1. ☐ Emancipator (\$75,000)
- 2. ☐ Liberation (\$50,000)
- 3. ☐ Independence (\$25,000)
- 4. ☐ Empowerment (\$15,000)
- 5. ☐ Unity (\$7,500)
- 6. ☐ Equality (\$5,000)
- 7. ☐ Resilience (\$2,500)
- 8. ☐ Community (\$1,000)
- 9. ☐ Small Business (\$500)
- 10. ☐ In-Kind Support

Payment

- ☐ Zelle
- ☐ ACH
- ☐ Check (payable to the South Carolina Juneteenth Freedom Fest)

Acknowledgment

Signature: _____ Date: _____



Scan the QR Code to pay or complete this form and email it to:
Jamal Bradley, Founder and CEO
Email: jamalbradley@juneteenthfreedomfest.com
Phone: 803-599-9185
more questions or want to tailor our services to your company's unique requirements? Let's chat!

Have

Thank You

Thank you for your generous support of the 9th Annual Juneteenth Freedom Fest. Your contribution will help us continue to celebrate freedom, progress, and community. We appreciate your commitment to making this event a success. We look forward to seeing you there!

