



EMANCIPATION PROCLAMATION *San Francisco Juneteenth*

60th Annual, 146th Anniversary

2010 Sponsorship Package

Juneteenth “Celebration of Change”

A partnership of Caring

The Juneteenth Committee is soliciting continuing support from our long time sponsoring partners and reaching out to new like minded corporations, small businesses and individuals.

This historic event has been part of the San Francisco, Oakland bay area community fabric

for over 59 years, and with your assistance we look to continuing this family tradition.

In the preceding pages are outlines of activities and levels of sponsorship for your review and consideration.

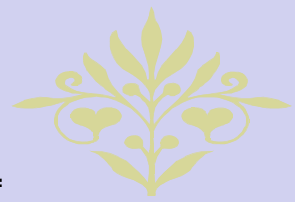
Please take time to consider a way in which you can assist in making this years celebra-

tion a quality family activity.

As our theme for 2009 states “Celebration of Change” with the World celebrating the historic election of the First African American President of The United States of America, Juneteenth “Freedom Day” celebrates the 146th year

of that struggle from slavery.

Part of our mission is to pay tribute to our ancestors and those whom paved the way, and continue to seek true equality for all. Human beings.



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Though the Emancipation Proclamation had been issued on September 22, 1862, with an effective date of January 1, 1863, it had minimal immediate effect on most slaves' day-to-day lives, particularly in Texas, which was almost entirely under Confederate control.

Juneteenth commemorates June 19, 1865, the day Union General Gordon Granger and 2,000 federal troops arrived in Galveston, Texas, to take possession of the state and enforce the emancipation of its slaves. Legend has it while standing on the balcony of Galveston's Ashton Villa, Granger read the contents of "General Order No. 3": The people of Texas are informed that, in accordance with a proclamation from the Executive of the United States, all slaves are free. This involves an absolute equality of personal rights and rights of property between former masters and slaves, and the connection heretofore existing between them becomes that between employer and hired labor. The freedmen are advised to remain quietly at their present homes and work for wages. They are informed that they will not be allowed to collect at military posts and that they will not or elsewhere.[8] That day has since become known as Juneteenth, a name derived from a portmanteau of the words June and nineteenth.

African-Americans have celebrated the end of slavery in San Francisco since the 1850s, with the West Indian Emancipation Day observances. On Jan. 1, 1864, a citywide committee sponsored the first San Francisco anniversary of President Abraham Lincoln's Emancipation Proclamation.

The 2009 Juneteenth marks the 145th anniversary of the first San Francisco celebration and the 2010 Juneteenth marks the 145th anniversary of the first Juneteenth celebration in

Texas.

The two-year theme will be "Celebration of Change" focusing on the role of the six institutions in the African-American community which are more than 150 years old – three churches and three fraternal organizations to sustain and nourish the continuing black freedom struggle in San Francisco, statewide, nationally and globally.

A couple influenced by members of those organizations, Maj. Gen. John C. Fremont and his wife, Jessie Benton Fremont, actually

drafted the first Emancipation Proclamation in April 1861 to cover Fremont's command in the Dept. of the West during the Civil War.

Information researched by:

John W Templeton, Historian and SF Juneteenth Research Consultant

Events / Activities 2010

- **Day at The Race's, Golden Gate Fields Race Track April 3 (Mini Fundraiser)**
- **Juneteenth Poetry Competition Series: April 24/ May 8 & 22 / June 19th final "Young Gifted Poet's" All competitions at AAACC.**
- **Ladies Barrel Race & Youth Gymkana, (Oakland City Stables) May 15**
- **Youth Triathlon, (Crissey Field) May 29**
- **Mary H Rogers Juneteenth Community City Hall Kick-Off reception June 4, 12noon-1:30pm**
- **Juneteenth Comedy Show June 18—AAACC**
- **Two Day Festival Celebration June 19 & 20, 2010 Civic Center Plaza 10am-7pm **Economic Summit**Health Fair **Entertainment**Food/Crafts Booths**Farmers Market**Environmental Village**
- **Parade & African American Honor Roll Students March, June 19th, starts 11:30am (Fillmore & Post to Civic Center Plaza)**

\$25,000 Title Sponsor

The title sponsor will be entitled to shared headline marketing as "Presenter" along with "Producers" San Francisco Juneteenth Committee Inc.

The following are included as part of this package also we will negotiate sponsors considerations with respect to marketing concerns and in-kind contributions.

Lead Parade contingent in Juneteenth parade 6/19/10

with Grand Marshall motorcade and Honor guard horse unit.

1min. Visual advert. on Juneteenth DVD promotional (15min DVD) give-away. 1500 copies (with permission to copy) background music, history and activity listing.

Full page color ad in program book choice of location 10,000 Juneteenth Celebration.

• **T**wo (2) product company exposure booth spaces in prime stage locations, client to supply company decorative booth or SFJ will supply plain white 10'x10' tent.

Also signage at Talent showcase, and Auditions.

• Site signage 3 prime locations; 1-Stage (3'x10'), entrance and exit gate.

• **S**ponsors Logo Prominent placement on ALL printed materials and special door hangers.

• **H**ourly announcements from stages and ALL related events. Speaker on stage lead to Headliner act (Juneteenth broadcast live KPOO radio).

• **R**ecognition at City Hall Community & Media reception as Title Sponsor, on stage seating and Speaker (5-6min.).

• **C**ompany name/logo and message on website and linkage running 8-12 months, Logo included in ALL marketing pieces print and visual media.

• **T**itle sponsor recognition on African American Honor roll students certificates and Ceremony presentation.

• **P**roduct / Promo Materials hand outs (Juneteenth will supply labor for 10-15,000 items at main sites)

** 500 promotional t-shirts, Prominent placement front & back.

\$15,000 Gold Sponsor

30sec. Visual advert. on Juneteenth DVD promotional (15min DVD) give-away. 1500 copies (with permission to copy), background music, history and activity listing.

• **F**ull page color ad in program book choice of location (2nd selection to title sponsor) 10,000 Juneteenth Celebration.

• **T**wo (2) product company exposure booth spaces in selected locations, client to supply company decorative booth or SFJ will supply plain white 10'x10' tent.

• **S**ignage in Parade Motorcade (two vehicles) 3'x5'

signage supplied by client (company). Also signage at Talent showcase, and Auditions, one each 3'x5'.

• **S**ite signage 3 selected locations; 1-Stage (3'x8'), 2-exit and entrance.

• **S**ponsors Logo on ALL printed materials and special door hangers.

• **H**ourly announcements from stages and ALL related events. (Juneteenth broadcast live KPOO radio).

• **R**ecognition at City Hall Community & Media reception as project Sponsor, on stage seating and Speaker (2-3min.).

• **C**ompany name/logo and message on website and linkage running 8-10 months, Logo included in ALL marketing pieces print and visual media.

• **P**roduct / Promo Materials hand outs Juneteenth will supply labor for 5-7,000 items at main sites)





San Francisco Juneteenth 2010

Premium JumboTron Sponsor \$10,000

- 12.10 min. of Exclusive Messaging Video or Still photo. (36 x 20sec. spots) Custom Design
- Full page color ad in program book choice of location (3rd selection to Gold sponsor) 10,000 Juneteenth Celebration.
- 10'x20' product company exposure booth space in selected locations, client to supply company decorative booth or SFJ will supply plain white 10'x20' tent.
- Signage in Parade Motor-

- cade (one vehicles) 3'x5' signage supplied by client (company). Also signage at Talent showcase, and Auditions, one each 3'x5'.
- Site signage 2 selected locations; 1-Stage (3'x4'), entrance and exit.
- Sponsors Logo on ALL printed materials and special door hangers.
- Hourly announcements from stages and ALL related events. (Juneteenth broadcast live KPOO radio).

- Recognition at City Hall Community & Media reception as project Sponsor, on stage seating, 3-5min speaker.
- Company name/logo and message on website and linkage running 8-10 months, Logo included in ALL marketing pieces print and visual media.
- Product / Promo Materials hand outs Juneteenth will supply labor for 3-4,000 items at main sites)

Silver / Bronze & Project Sponsor \$7,000 /\$5,000

- \$5,000 -\$7,000 (\$7K Sponsor negotiate JumboTron spots)
- Full page color ad in program book choice of location (4th & 5th selection to Premium Jumbo sponsor) 10,000 Juneteenth Celebration.
- One (1) product company exposure booth space in selected locations, client to supply company decorative booth or Juneteenth will supply plain white 10'x10' tent.
- Signage in Parade Motorcade (one vehicles) 3'x5' signage supplied by client (company).
- Site signage 1 selected locations; 1-Entertainment & exit,

- Sponsors Logo on Selected printed materials.
- Four (4) daily announcements from stages and ALL related events. (Juneteenth broadcast live KPOO radio).
- Recognition at City Hall Community & Media reception as project Sponsor, V.I.P. front row seating. No speaker.
- Company name/logo and message on website and linkage running 8-10 months, Logo included in ALL marketing pieces print only.
- Product / Promo Materials hand outs (company to supply labor for 2-3,000 items at main sites)

- ### Event / Project Sponsor
- D.....\$1,000-\$4,000
- If you are interested in co-sponsoring an event/activity or making a non-specific donation please give us a call to discuss details. Consider sponsoring a Youth/Senior organization in one of our many activities or donating materials/equipment or Cash for prizes or awards. All donations no matter how small are welcomed, ask your congregation members to get involved.