

"A Celebration of The People for The People"



Juneteenth Celebration & March

SPONSORSHIP & BRANDING OPPORTUNITIES

Organization Name: _____

Person of Contact: _____

Location Address: _____

Dear _____,

The Elite News/North Dallas Gazette is proud to present the Inaugural Juneteenth Celebration, March and Festival to be held on June 19, 2021 in Dallas, Texas. Our goal is to celebrate the freedom and emancipation by showcasing civic, and community organizations, elected officials, entertainers of the stage and screen as well as local car clubs, biker clubs, horse, parade floats and trail riding clubs.

Each year, the Celebration, March and Festival will prove to be an exceptional event that is not only hailed by attendees and the community, but by sponsors and participants. We would like to extend an invitation to your company to sponsor this year's event to help build on the coming successes moving forward. The Elite News will engage key radio, television, print, and digital media outlets in a promotional advertising campaign to market the event. The multimedia blitz, both community and citywide will run several weeks preceding the event. Sponsorship of the parade offers your organization a unique opportunity to expose your products and services to a targeted audience of approximately 1,500-4,000 attendees. We trust you will find the success of the Juneteenth Celebration, March and Festival.

This Elite News encourages your organization to actively participate in this inaugural celebration by pledging your sponsorship support as a Commemorative Sponsor. As a Commemorative Sponsor you will receive,

- ✓ Company recognition at corporate mixer on Friday, June 18, 2021
- ✓ Title Sponsor opportunities
- ✓ Company name and or Logo included in marketing and promotional materials, printed, digital, radio and TV.
- ✓ Naming Sponsor Mixer on Friday, June 18, 2021 at 6pm **(Location TBD)**

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SPONSOR COMMITMENT

We would like to make a commitment as partner by becoming a Commemorative Sponsor for the Inaugural Juneteenth Celebration and March and Festival. Here are other available sponsorship opportunities.

Sponsorship Deck:

- Commemorative Title Sponsor - \$25,000 _____ (Float included & designed upon purchase)
- Commemorative Sponsor - \$15,000 _____ (Float included & designed upon purchase)
- Corporate Sponsor - \$5,000 _____
- Supporting Sponsor - \$2,500 _____
- Route Sponsorship - \$1,500 _____ Bexar St. / Elsie Faye Higgins / MLK Blvd / Malcom X Blvd
- Exhibit Display Table - \$500.00 _____

**Let us speak and custom tailor your sponsorship packet to your satisfaction ** Also note that vehicle is not included in float opportunity*

Company Name: _____

Person of Contact: _____

Email Address: _____

Company Address: _____

City: _____ State: _____ Zip: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Sponsorship Authorization:

By signing this sponsorship commitment, you are agreeing that your company and / or organization will contribute the required sponsorship monies to the Elite News Charities for the 2021 Inaugural Juneteenth Celebration and March and Festival.

Date

Signature

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COMMUNITY OUTREACH & MEDIA PARTNERS

TV – All Networks will Cover and Feature Event

Radio:

- KKDA – AM / 730 AM / Soul 73
- KKDA – FM / 104.5 FM / K-104
- KRNB – FM / 105.7 / Smooth R&B
- KBFB – FM / 97.9 FM / The Beat
- KSOC – FM / 94.5 FM / Old School
- KHVN – AM / 970 AM / Heaven 97
- KWVR – 95.5 Mellow R & B Music and Rhythm

Print:

- Elite News
- The North Dallas Gazette
- Dallas Examiner
- Texas Metro News
- Garland Journal

Social:

- Facebook
- Twitter
- Instagram
- Goblackbusiness.com
- Visitblackdallas.com
- Dallasblack.com

****Please note – other community outreach partners to be announced as confirmed.**

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SPONSORSHIP & BRANDING OPPORTUNITIES

FACT SHEET

Event: The Inaugural Juneteenth Celebration & March and Festival

Date: Saturday, June 19, 2021

Time: 10:00 am **(promptly)**

Location:

Parade will kick off at James Madison High School on MLK Boulevard and ends at the William Blair Jr. Park **(formally known as Rochester Park)** at 3000 Municipal St. Dallas, Texas.

Attendance: Approximately 25-30k

Description:

The Elite News is a celebration of the life and freedom. The event features hundreds of car clubs, schools, churches, Pan-Hellenic and Masonic organizations, elected officials, entertainers and more. The event will grow to be considered one of the largest celebrations in the nation.

Objective:

1. To preserve and celebrate freedom by Looking Back, Letting Go and Moving Forward.
2. To reach and share the message of freedom of our Black Ancestors with surrounding communities.

3. to provide opportunities for companies and organizations to attend and promote products and services at one of the region's largest community events.
4. A culmination of Community, Companies and Culture, to foster a meaning relationship of growth and prosperity, both public and private relationships.
5. To show this as a day of Peace Unity, Celebration and Prosperity.
6. To highlight the City of Dallas, Texas as city of Hope and Pride and its people as culturally diverse and progressive.
7. A Diverse and Vibrant celebration of all Cultures.

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SPONSORSHIP & BRANDING OPPORTUNITIES

The success of the Inaugural Juneteenth Celebration & March & Festival rest partly on the generosity of our sponsors. We are dedicated to ensuring all sponsors receive maximum benefits for their level of participation.

Benefits include:

- Brand awareness and brand loyalty from current and prospective customers.
- A high level of media exposure from advertising on television, radio, print and online media outlets.
- Onsite banner and product placement promotions.
- Positive public and community relations with response opportunities
- Recognition as a community champion and supporter of diversity and social change.

Elite News invites you to partner with us as a Commemorative Sponsor.

Commemorative Title Sponsor - \$25,000

Sponsorship includes the following:

- ✓ Company recognition
- ✓ Company name and logo included in marketing and promotional materials

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CAR & MOTORCYCLE SHOW

Date: Saturday, June 19, 2021

Time: 4:00p.m. – 6:00p.m.

Award for Winner: 1st place winner receives \$500 plus Trophy. 2nd place winner will receive a trophy, 3rd place winner will receive a trophy. There will be a 1st, second, and third place winner for both contests. Best Car and best motorcycle. Awards will be presented by 8pm.

Registration: All car clubs and motorcycle clubs are required to complete a registration form and present proof of valid insurance coverage for vehicle / motorcycle at time of registration. Vehicle Line up is at 9am sharp.

Cost: Individual Car / Motorcycle **\$25.00** Car / Motorcycle Clubs are **\$150.00 for 10 or more.**

Vendors: Each vendor or food truck vendor is required to pay a \$150.00 set up fee and complete a registration form, deadline on registration is April 30, 2021.

Music: Live DJ and Live Band

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SPONSORSHIP & BRANDING OPPORTUNITIES

Floats & Vender Booths

Floats

There will be an opportunity to advertise your organization or cooperation via parade floats. You will be required to provide your own vehicle and fee is \$3,500.00 with a \$500.00 registration fee. Registration and fee must be made on or before April 30, 2021.

Vender Booths

Vender Booths will be available and should be manned during the parade. Vender Booth rental is \$400.00, registration fee and set up fee is included, payable with registration on or before April 30, 2021.

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PARADE PARTICIPATION

Walkers or Group Participants are free and will be required to register individually or each group/organization prior to the event. Registration begins April 30, 2021.

- **Cars** \$25.00 per vehicle or \$150.00 for 10 or more
- **ATV's / 4 Wheelers** \$20.00 per vehicle
- **Golf Carts** \$20.00 per cart
- **Single Horse** \$75.00 per horse
- **Horse Clubs** \$500.00 for a club of 10 (**\$50.00 each additional horse**)

***Horse Clubs must register and pay a fee of \$150.00 by April 30, 2021**

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Inaugural Juneteenth Golf Scramble

Date: Monday, June 21, 2021

This tournament is scheduled to take place at Tangle Ridge Golf Course in Grand Prairie, Texas