



COMMUNITY CELEBRATION

June 1 - 25, 2020

Supporter Information

SUPPORT OPPORTUNITIES

ANNUAL JUNETEENTH FORT WORTH CELEBRATION



The Juneteenth Fort Worth Celebration is a series of premier events commemorating June 19, 1865 and the life and legacy of Ms. Opal Lee.

You will benefit from this opportunity to be part of the largest Juneteenth celebration in the area despite COVID-19; composed of local and national keynote speakers and musical talent presented in the heart of North Texas and across the nation.

The proceeds benefit the many community service programs of Unity Unlimited, Inc. including the 13 acre urban farm project *Opal's Farm* on the bank of the Trinity River that provides healthy fresh produce to the community; the production and distribution of literature to educate the youngest generation about Juneteenth, as well as support for establishing a Juneteenth National Holiday.

Why should your company become a sponsor of the Juneteenth FTW Celebration?

- Message of commitment to multicultural ideologies and cultural diversity
- Multiple opportunities to create and expand brand/product visibility
- Brand association with Ms. Opal Lee, a positive community activist
- Increase brand exposure to a nationwide audience
- Reinforce brand image and increase brand loyalty
- Drive retail traffic and sales through consistent messaging and online marketing
- Brand display and product sampling
- Contribution to educational scholarships
- Participation in an annual history-making event
- Showcase community responsibility through employee engagement service project

"I dream of celebrating freedom from June 19 to July 4th. Wouldn't that be something!"

-Opal Lee, 93

Become a sponsor today!



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OFFICIAL EVENTS



Opal's Walk for National Juneteenth Holiday

In 2016 at 90 years old, Ms. Opal began her walking campaign to bring attention to the need for Juneteenth to be a National Day of Observance. With 47 states that officially recognize it as a holiday, she believes now is the time for national legislation to update US Code 36.

Starting here in Fort Worth, she walked mile for mile through Arlington, Grand Prairie and Dallas until a change was made to go where she was invited to walk her prescribed 2.5 miles representing the years it took for enforcement of Lincoln's Emancipation Proclamation to reach Texas and free the slaves here.

In 2016, she walked in 14 states including Washington. DC. Since relaunching her campaign in 2019, she was able to cover 7 states before COVID-19 stopped her.

Now we want to bring the walking campaign to all the states via a live stream broadcast as a continuation of her desire to reach the entire country with the message to sign the online petition with a goal to get 100,000 signatures in support of the Juneteenth National Holiday. She will walk from the Convention Center to Will Rogers Auditorium to meet her 2.5 mile requirement.

Presenting Sponsor will support the production of a national historical presentation and marketing opportunity to drive change.

"I just want people to know that Juneteenth can be a unifier."

-Opal Lee, 93



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"You got to give them a little fun so they will hear the history."

-Opal Lee, 93



Breakfast of Prayer Streamed

Today the church is still a central part of the Juneteenth Celebration because worship is a grateful expression of freedom and the first reaction when the prayers of many generations are answered. In remembrance of that first freed man's church service, we established the Lillian Bush Memorial Juneteenth Ecumenical Breakfast of Prayer Service to honor the lives of all people, no matter their race or denomination, who gave of themselves for the cause of liberty.

Presenting Sponsor will receive visibility and brand exposure to a diverse audience



Virtual Juneteenth Entertainment Festival

In the absence of our Community Festival synonymous with Juneteenth because of COVID-19, we are hosting a virtual music festival with national and local artists online to celebrate the accomplishments and historical significance of June 19, 1865. Working with our national counterparts across the country, we are planning a show that will be streamed and available for everyone.

Presenting Sponsor will receive visibility and brand exposure across the country



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"It took many people working together to help free the enslaved."

-Opal Lee, 93



Juneteenth the Stage Play - Streamed

The Juneteenth Stage Play offers answers many questions about the residual effects of slavery on society today. Written, directed and produced by former Dallas Cowboy Greg Ellis, the play explores the strength of faith, love and ingenuity that sustained the slaves to hold on until freedom came. Greg believes in the importance of not forgetting the sacrifices others have made for us to have the freedoms we enjoy today. Prepare to be entertained as well as enlightened.

Presenting Sponsor will embark on a historical presentation and educational opportunity that showcases where we have come from to where we stand currently as a culture and country.



Miss Juneteenth the Movie

Scholarship Pageants are a staple of the Juneteenth Celebration. *Miss Juneteenth* is a soulful journey of a determined woman who takes on the burden of representing history, and generations of black women, while standing tall despite her own shortcomings as she marches, step by step, toward self-realization. Winner of the Lone Star Award at SXSW for the best film from the state of Texas.

Vertical Entertainment is hoping for a theatrical release depending on the status of theaters amid the coronavirus pandemic, but it aims to bow the film on digital on the American holiday, June 19, 2020.

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"None of us are free until we're all free."
-Opal Lee, 93



Juneteenth Flag Raising - Streamed

The Juneteenth flag represents the history and freedom of American Slaves and their descendants. The design of the Juneteenth flag depicts a bursting "new star", on the horizon. The Juneteenth Flag was created in 1997 by Ben Haith and updated in 2007 to add "June 19, 1865" to acknowledge that Juneteenth occurred in Galveston, Texas. Haith spearheaded the historic first Juneteenth Flag Raising Ceremony in Boston, MS in 2000. Juneteenth Flag Raising Ceremonies takes place throughout the month of June in communities across the nation.

This year all Juneteenth organizations will host Flag Raising Ceremonies on Monday, June 1, 2020 at 12:00 PM



Empowering You - Streamed

In conjunction with the Juneteenth festivities, the "Empowering You" event addresses the many concerns and needs in our community. Our goal is to provide information to give those who attend the power to change their circumstances armed with knowledge that may have been out of reach before.

With our ability to stream via global channels and platforms, we are able to impact not only our local community, but empower others across the nation and even the world with the valuable, life-saving information.

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"I'm just a little old lady in tennis shoes getting in everybody's business."

-Opal Lee, 93

We welcome the opportunity to personally discuss how your company can be included in this wonderful marketing opportunity. We can customize a package if you don't see one that fits your needs.

	\$500	\$1,000	\$2,000	\$3,500
Branding				
Listed on event website	x	x	x	x
Content Creation Ads w/ Ms. Opal		x	x	x
E-newsletter recognition	Listed	Listed	Listed	Listed
155 th Year Commemorative Program Book Distribution	1	2	3	5
Listed in Souvenir Book	x	x	x	x
Social Media Mentions	1	2	3	5
Personal #hashtag used			x	x
Live and Active				
Caravan Entry	x	x	x	x
Mentioned during LIVE Stream		x	x	x



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PAST SPONSORS AND PARTNERS

Companies of all sizes and industries have supported the Juneteenth FTW Celebration through sponsorship.



"I'm just fool enough to believe we can get it all done."

-Opal Lee, 93





EDUCATE.EMPOWER.ENTERTAIN

FOR MORE INFORMATION

SPONSORSHIPS / CORPORATE PARTNERSHIPS

Dione Sims Sponsorship Management

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