

**JUNE
13-15
2024**

**ANNUAL CELEBRATION
TULSA**

JUNETEENTH *festival*

**THE LARGEST JUNETEENTH
CELEBRATION IN THE WORLD!**

Dear Future Sponsor,

As the new Executive Director of Tulsa Juneteenth Inc., it is an honor to step into this role and carry forward the mission and vision of our organization.

Just over a year ago, our community suffered a significant loss with the passing of Sherry Gamble Smith, a beloved co-founder of Tulsa Juneteenth Inc. and a dedicated community activist. Her unwavering commitment to our cause illuminated the path for all of us, and though her absence leaves a void that can never truly be filled, we are determined to carry the torch forward.

In times of loss, we often find unexpected sparks of inspiration that reignite our purpose. These sparks remind us that the light we seek to share with the world never truly diminishes; it merely changes form. With your continued support and open hearts, we invite you to join us in preserving and celebrating the legacy of the Tulsa Juneteenth Festival.

With immense pride, our organization has continued to grow and thrive. Despite the challenges, the 2023 Tulsa Juneteenth Festival was a resounding success, continuing its run as the largest celebration in the nation, with an attendance of over 50,000 people who gathered in the heart of Historic Greenwood District. The event spanned three days, and I vividly recall the joyous scenes of people from all walks of life coming together.

Food trucks, numbering over 15, lined the streets, offering an array of flavors to savor. Children with sticky fingers enjoyed cotton candy, while vendor rows showcased the creative spirit of entrepreneurs and artisans who dared to share their dreams with the world. The air was filled with nostalgia as both national recording artists and local talents graced the stage, bringing our community together in song, dance, and laughter on the Greenwood Lawn.

Juneteenth is not only a celebration; but also, an invitation to embrace culture and create opportunities. As we reflect on the past year and the remarkable achievements of our organization, we are filled with gratitude for your unwavering support. For the upcoming year, we invite you to embark on a journey of reimagining what Juneteenth can mean for the next generation. Our goal is to make this celebration even more inclusive and equitable, and to reshape the cultural landscape of our city.

Thank you for being an integral part of our journey, and for helping us make a difference in our community. Together, we can continue to honor our heritage and inspire positive change.

Sincerely,

Lauren Corbitt
Executive Director
Tulsa Juneteenth Inc.

TULSA



TULSA JUNETEENTH INC.

TOGETHER FOR LIBERTY

We are looking for businesses and organizations to help us make this event truly special for our community in Tulsa, Oklahoma. As a leader and trusted organization, your involvement would help highlight the importance of recognizing Juneteenth from the community level to the national level. American identity emerged from shared faith in the transcendental ideal of liberty, not from shared blood. Therefore, any celebration of American freedom is a celebration for us all. Please join us in our efforts to raise \$450,000.00 to continue our efforts of educating and positively affecting our community.

PLEASE REVIEW SPONSOR OPPORTUNITY ON THE NEXT PAGE.



2023 HIGHLIGHTS

Small Business Pitch Competition: The festival hosted its third annual pitch competition, providing a platform for aspiring entrepreneurs to present their ideas. A total of \$25,000 in funding was awarded to support the growth of promising small businesses.

Holistic Wellness Focus: The festival placed a heightened focus on holistic wellness, offering workshops, activities, and resources to promote physical, mental, and emotional well-being.

Entrepreneurial Success: Several businesses that participated in past festivals reported growth and expansion, demonstrating the tangible impact of the festival's support.

Cultural Preservation: Through engaging exhibitions and presentations, the festival played a pivotal role in preserving and sharing the cultural heritage of the community.

Empowerment Continues: The festival's commitment to empowerment remained unwavering, leaving a lasting positive impact on thousands of individuals and the community as a whole.

Uber
Eats



The Anne & Henry Zarrow
FOUNDATION

guthrie  green



MUSIC

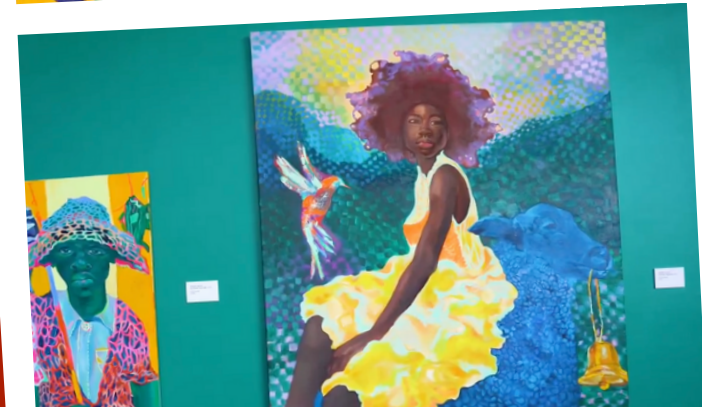
TULSA

The city will come alive with the vibrant beats and soulful melodies as the annual Tulsa Juneteenth Festival takes center stage on June 13 -15, 2024.

Last year's festival's music component kicked off with a gleaming display of local musical talent, including fan favorites The Full Flava Kings, Tea Rush, and Valarie Harding. The second and final night of the musical experience presented another host of local talent and artists such as Omaley B, DJ View, the PPI Band and fan favorite hosts Jerica Wortham and Ramal Brown.

This year's event will continue to showcase up and coming artists providing opportunities for musicians to grow their fanbase and showcase their gifts to our broad audience. And what would a finale be without the presentation of a national headliner. These national and local artists and talents will join forces to create an electrifying atmosphere that resonates with the spirit of Juneteenth.





ART

TULSA

Juneteenth is a festival that highlights African American Artists and various mediums of expressions. With your help we are excited to commission local artist for all of our signage and graphics.

In an industry and city where people of color have historically been underrepresented, Black Curators have risen from the ashes and have established a growing influence through all forms of artistry. Over the past few years, Tulsa has expanded its initiative to highlight local artists as well as curating an environment conducive to cultural expression and creativity but is still lacking in its representation of Black artists. To aide in this community initiative to support and showcase Black creativity.

As we continue to growth this experience, the vision remains to provide a space for artists to showcase their creations leading to increased exposure and revenue for the artists.

KIDS + YOUTH

TULSA

Kids and Youth activities are events that provide young festival attendees with experiences curated to showcase their talents and interests. This part of the festival has an initiative to improve physical health and well-being as well as promote creativity and self-expression.

These community events help to increase the efforts to engage residents and parents of children attending the Tulsa Juneteenth Festival. In the surrounding underserved communities, children have minimal access to healthy foods and extra-curricular activities. There is a growing recognition that health in the earliest years lays the groundwork for lifelong well-being.

To meet the needs of the community, these experiences, will educate children on healthy eating habits, active play and emotional health through peer-to-peer interaction and physical activities. These events give kids safe, caring and relaxed environments to learn, express themselves, meet new friends, find new hobbies, and have fun!





HEALTH + WELLNESS

TULSA

This year, the Tulsa Juneteenth Festival will continue to expand the health and wellness component to ensure we are increasing our outreach and closing the gap on a “wholistic” approach to community wellness.

The vision for the 2024 activation includes the following:

- Diabetes and Heart Disease Education
- Mental Health Awareness
- Harm Reduction
- Meditation
- Adult Sports/Movement
- Adult Inflatables & Games
- Group Therapy
- Healthy food vendors
- Journaling
- Fun Run 5K
- Testing and vaccinations
- Greenwood Farmers Market Collaboration
- Health Giveaways (Juicers, Grocery Vouchers, Gift Cards, etc.)

Join us in providing the North Tulsa community, surrounding areas, and festival goers with resources and experiences that lead to a healthy lifestyle for the entire family.

ANNUAL GREENWOOD BRUNCH

TULSA



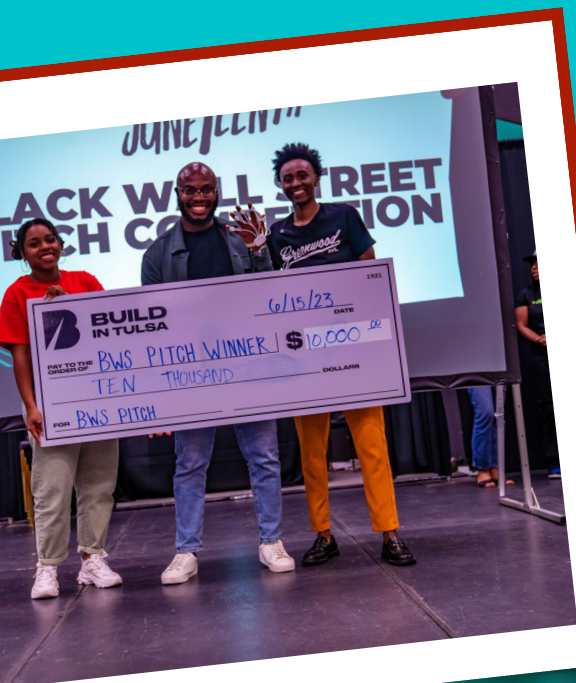
In partnership with CLLCTVE and Atento Capital and Vast Bank we experienced our annual Greenwood Brunch led by Kelsey Davis in 2023.

This year Tulsa Juneteenth + CLLCTVE will expand the created a space to discuss not only the future of Tech in Tulsa but also cast collective vision around the role of tech in the present. Attendees with hear from community leaders, creatives and contributors we developed solutions towards a more inclusive tech experience and avenues of support.



TULSA

BWS PITCH COMPETITION + PANEL



In a dynamic partnership with Build In Tulsa, the 2023 Tulsa Juneteenth Festival marked a significant milestone by organizing its very first pitch competition in collaboration with the Black Wall Street Chamber of Commerce and Build in Tulsa exclusively designed to empower and uplift small businesses within our vibrant community. This entrepreneurial event provided a platform for budding enterprises to showcase their innovative ideas and projects, all while presenting for a substantial sum of over \$25,000 in winnings. More than 45 small business owners submitted 1-minute pitches in the first round of the competition.

This remarkable competition brought together a diverse array of local businesses, each with its unique vision and mission. Additionally, attendees were provided the opportunity to hear from entrepreneurs and investors as the competition housed the annual tech panel. The attendance results were outstanding, with as many as 200 partners, entrepreneurs and community members attending.

The 2024 BWS Pitch Competition vision is to build off of the foundation of providing nondiluted funds to local entrepreneurs. Our goals is to increase the number of submissions as well as the number of awarded prizes serving as a beacon of hope and opportunity for the small business owners who are the backbone of our community, thereby contributing to the economic growth and prosperity of Tulsa.



BUILDING WEALTH EXPERIENCE

TULSA

This powerful holiday deserves to be honored through the continuation of black excellence and achievement. What better way to highlight excellence and achievement than through ownership - ownership of homes which is the foundation of any thriving community. This strong foundation is the essence of Greenwood.

The purpose of this event will be to provide an experience where people, both local and visiting can come and share in rebuilding the Greenwood community.

The goal is to empower through education and exposure. The Building Wealth Experience will engage the attendees with a community meal, an interactive gallery, a vendor experience, and two-panel discussions.

SPONSORSHIP BREAKDOWN

PRESENTING SPONSOR (2) **\$100K+**

- *Co-Branding of Festival across all Marketing Platforms
- Stage & Banner Visual Branding
- Participation in Paid Advertisement
- Co-Branding on Paid Ads
- 3 Min Brand Presentation Video on Main Stage
- 6+ On-screen Logo Advertisements (main stage) Nightly
- Logo on Tulsa Juneteenth Website
- 5 Passes to Exclusive Access to Kick Off Dinner
- 25 VIP Experience Tickets
- Festival Impact Report

MAJOR PARTNER **\$50K+**

- *Brand logo across all Marketing Platforms
- 1 Min Brand Presentation Video on Main Stage
- 4+ On-screen Logo Advertisements (main stage) Nightly
- Logo Placement on Tulsa Juneteenth Website
- 2 Passes to Exclusive Kick Off Dinner
- 15 VIP Experience Tickets
- Festival Impact Report

EXCLUSIVE VENDOR PARTNER **\$35K+**

- Activation co-branding
- 1 On-screen 30 sec video advertisement
- 2 On-screen logo advertisements (main stage) nightly
- Logo Placement on Tulsa Juneteenth website
- 10 VIP Experience Tickets
- 6 Personalized Social Media Posts (outside of co-branded advertisement)
- Festival Impact Report

*Subject to meeting commitment deadline

SPONSORSHIP BREAKDOWN

ACTIVATION SPONSOR **\$12K - 25K+**

Focused opportunities that give your brand visibility in interesting and effective directions while aligning your brand's marketing objectives with highly targeted TJ24 opportunities.

- Art Exhibition
- Kids & Youth Zone
- Wellness
- Tulsa Juneteenth 5K Run
- Annual Greenwood Brunch
- BWS Pitch Competition
- Building Wealth Experience

**** Please reach out for experience breakdowns and benefits****

IMPACT SPONSOR **\$10K**

- 1 On-Screen Logo Advertisement
- Logo Placement on Tulsa Juneteenth Website
- 4 VIP Experience Tickets
- 2 Personalized Social Media Posts
- Festival Impact Report

JUNETEENTH PATRONS **\$5K**

- 1 shared on-screen logo advertisement (shared with other 5K sponsors)
- Logo placement on Tulsa Juneteenth website
- 2 VIP Experience Tickets
- Festival Impact Report

FRIENDS OF JUNETEENTH **\$1K**

- Logo Placement on Tulsa Juneteenth Website
- Festival Impact Report

PREVIOUS SPONSORS



FOR ADDITIONAL INFORMATION

TULSA

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918. 764. 8833





JUNETEENTH SPONSOR PACKET

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CELEBRATING FREEDOM FROM SLAVERY +

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Name as it appears for publicity: _____

Contact person for guest list: _____ Phone: _____

Sponsorship Levels (*please mark appropriate box*)

☐ Cash Enclosed ☐ Check Enclosed

(Make checks payable to: Tulsa Juneteenth Inc.)

☐ Please charge my card Visa Mastercard Amex

Card Number: _____

Exp. Date: _____ Security Code _____

Billing Name: _____

Billing Address: _____

City: _____ State: _____ Zip Code: _____