



1493 E. Livingston Avenue Columbus Ohio 43205 (614 258-4633)

March 4, 2021

RE: 2021 Sponsorship Proposal 25th Annual Juneteenth Ohio Festival

Greetings: To Whom This May Concern.

What is Juneteenth?

One Hundred and fifty – six years ago, our African American ancestors in Galveston Texas celebrated the first Juneteenth festival in the nation. General Gordon Granger read official order #3 to the African American captives of Galveston Texas June 19, 1865. Two and a half years earlier President Lincoln signed the Emancipation Proclamation January 1, 1863 freeing all African American captives in the rebellious south. This is the event our ancestors recognize as African American Independence Day. The first act of freedom African Americans cherished as the opportunity to reunite with family members and to be self-determined as a people.

The first celebration of Juneteenth included soul food cook offs, drinking ice cold red pop, singing spiritual hymns, performing re-enactments and stage plays that shares tales of bravery, and courage that included, The Buffalo Soldiers, Harriet Tubman, John Brown, Denmark Vesey, and many other heroes and sheroes of the time. Today Juneteenth is celebrated in over 200 cities nationwide. Juneteenth Ohio has indeed evolved into the 3rd largest celebration in the country, this accomplishment in itself speaks greatness to the support we receive from the local and statewide community.

Texas the last state in the Union, received news that Abraham Lincoln signed “The Emancipation Proclamation” on January 1, 1863, legally freeing all captives of African and Native American descent, June 19, 1865. This momentous act is the reason why the Juneteenth Ohio festival continues to be a stable and meaningful celebratory foundation in the lives of African Americans, Latinos and Native Americans in the state of Ohio. Throughout our 24 years of celebration, Juneteenth Ohio emerged as the enjoyable family weekend of cultural discovery, filled with a variety of events promoting cultural unity, enrichment, and ethnic diversity, “key elements that improves the relationships and quality of life among all residents throughout Ohio”.

The Juneteenth Ohio will take place at the Ohio Historical Center 800 East 17th Avenue Columbus, Ohio June 19 & 20.



Mission:

Juneteenth Ohio continues to be the 3rd largest festival celebrated in the United States. Our mission in 2021 is to host the festival on June 19th & 20th making us the 2nd largest celebration in U.S. history. Texas will always be number one. This year's celebration may bump Buffalo N.Y. to the number two spot in the country. Since the Governor of Ohio has recently opened all fairs and festivals for the 2021 year our plan is to host the event in efforts of improving our position to number two in the U.S.A. Juneteenth Ohio will be the seed that reunite businesses, social, educational, & health services with individuals and families to improve commerce and the quality of life among all people residents in the state of Ohio.

2021 Official Sponsor Benefits:

As one of the major businesses in this area, we formally invite your organization to participate in this valuable statewide event. Serving as the official sponsor for the 25th Annual Juneteenth Ohio Festival entitles you to relevant inventory that brands your company product or service among the growing numbers of loyal diverse consumers. The location being the Ohio Historical Center inside and outside venue is the best opportunity to brand your products or services. Your substantial amount of monetary funding, supporting our 2-days activities of good food, music, and family fun, has the growth potential to deliver:

As a contributing sponsor, your company will:

- Brand current/new products and services to growing market of millennium aged consumers
- Increase your market base to a culturally diverse range of age, ethnic and religious groups
- Access to current data on target market spending trends
- Access African American female college graduate market
- Access to growing market of working consumers

The success of the Juneteenth Ohio festival appears to be based on location, and it's significant celebratory relevancy of historical heritage. The 25th Annual celebration of Juneteenth Ohio provides us all the opportunity to recognize cultural diversity in the spirit of liberty and freedom for the past 156 years. The Juneteenth Ohio Festival was successful at reducing many of the cultural barriers by: 1). Improving community police relations 2). Targeting working families 3). Enhancing public relations strategy, and visibility 4). Enhance security, 5). Initiate strategic planning, and policies, to manage long-term growth.

The visitor growth we project annually at the Juneteenth Ohio Festivals held at the Ohio Historical Center indicates opportunity for your company's product or service to grow along with this emerging market of loyal Juneteenth Ohio Festival visitors. Despite historically high unemployment rates, Blacks have shown resiliency in their ability to persevere as consumers. Black buying power continues to increase, rising from its current \$1 trillion level to a forecasted \$1.3 trillion by 2025, the ongoing population growth and increases in educational attainment are key factors in the increase of African-Americans' consumer power.



Benefit (continued)

- 1). Juneteenth Ohio 2021 exit surveys will be on hand for participant completion
- 2). Projected number of 2021 exhibitors /vendor participation (90)
- 3). Projected number sales 2021 (food vendors 50)
- 4). The 2021 increase number of media coverage (10 T.V. PSA, NBC 4 pre-interviews Coverage, ABC 6 onsite)
- 5). Projected number Juneteenth Ohio's 2021 website 44, 375 visitors, 713,409
- 6). Twenty -four years of successful sustainability as a festival celebrating diversity.
- 7) Your banner will or logo will be placed on the entire visible inventory available

All of these variables indicate potential growth and increased public interest for the 2021 Juneteenth Ohio Festival June 19 -20 at the Ohio Historical Center. The good news is, we have expanded our location to include outside concerts, and children activities for the entire family. Our location is a great opportunity to be the number #1 cultural tourist destination in the state of Ohio during the 2021 festival season. The event will also keep us in the lead on maintaining our position as the 3rd largest African American freedom celebration in the nation.

The Juneteenth Ohio Festival continues to be the longest-running, largest gathering of African American families in the Central Ohio area. Our 2021 goal is to: 1). Produce a 2 - day R&B concert series, using national Artist & bands for attracting maximal audience attendance, 2). Recruit professional food concessions that compliments outside cooking 3). Host cultural arts, science, and health exhibits for all families to enjoy!

Direct Mail & Flyers

Due to such a strong Internet presence, e-mail messages are sent to people who have requested notification for event registration. We also have developed e-mail and face book database totaling 10,500 names that will be sent event information. We will produce, print, and distribute hand to hand promotional event cards totaling 150,000 color flyers to businesses, concerts, and events throughout Ohio beginning march 2015 and ending in June 2015.



Demographics

Companies seeking to establish meaningful connections with this important consumer group can further enhance a brand's ability to grow by understanding these unique differentiating demographic, shopping, buying, viewing, digital, and mobile trends. Further understanding of the various generations and gender dynamics within the population is also essential in maximizing business opportunities. The good news, is that the minority population grew 64% faster than the rest of the country since 2010, amassing a total of 43 million people; this includes individuals who are Black and another race. The Black population remains the largest racial minority in the United States.

The black population on average is three years younger than their peers (average age of 35, compared to 38), more than half of the total market population (53% is under the age of 35, compared to 47%), and known as early adopters of new technologies and communication tools. Young African-Americans go beyond merely providing a strong base for brands – they are also key influencers. Other demographic segments have identified Blacks as a driving force for popular culture, with 73% of Whites and 67% of Hispanics who believe Blacks influence mainstream American culture*.

While African-American men continue to dominate as the financial providers for Black households, companies seeking to connect with African-American consumers may want to pay close attention to women, who comprise 54% of the adult Black population. Black women head of households represent 29% of all Black households, compared to 20% for the overall population. Women control 43% of the annual spending power for the Black population. Education plays a large factor in the power of Black women. The number of African-Americans who completed college increased by nine percent, when 11% of African-Americans completed college overall. Black women in particular have had greater success as 21% have attained Bachelor's Degree or higher, compared to 16% of Black men. This increase in educational attainment has resulted in 23% of Black women who work full-time, earning incomes of \$50,000 or higher, and has also resulted in younger, educated Black women delaying or foregoing starting families and having children. (Source: 2018 target market news.) **Digital**

An examination of African-Americans' overall online category usage reveals some notable and perhaps newly discovered behavioral distinctions between Blacks and the total market. Blacks spend 44% more time on education and career sites and 21% more time on family and lifestyle sites than total market consumers. African-Americans continue to be resilient in their role as early adopters of technology as 14% are more likely to spend time on telecom/internet Services sites.

Demographics (continued)

African-Americans spent more than twice the time per person at web hosting sites than total market consumers, which indicates Blacks are more likely to own personal websites. When it comes to web searches, Google Search, (with over 15 million unique visitors during a one-month period) is the #1 search engine among African-Americans

Juneteenth Ohio has a year-round website, generating 140,000 hits last year, with 35% of those hits in the month prior to the festival. The web site includes a wide variety of information about the festival, the concert/programming information, event sponsors, exhibitors, educational activities, and is featured prominently in the Google search engine.



Advisory Board

Mustafaa Shabazz President CEO (Amazon)

Renee Hagans Vice President (Fidelity Investments)

Natasha Miller Public Relations (COTA)

Essence West Fiscal

Victor Early Entertainment Coordinator

Kristen Mcgraph Social Media Coordinator

Jalil Shabazz Vendor Coordinator

Donte Cook Onsite Coordinator

Terry Elliot Ticket /Gate coordinator

Sgt Jack King Security coordinator



2021 Sponsorship Inventory

Whatever your company's resources and marketing objectives may be we'll gladly work with you to meet your needs.

Juneteenth Ohio Platinum Sponsor: \$15,000.00

- Company logo on festival welcome bag provided to all upon entry!
- 2 Company banners (3ft x 6ft) posted on entrance gate & main stage
- Business logo posted on all Juneteenth Ohio social media sites.
- Business logo on all of Juneteenth Ohio website, (44,375 visits)
- 50 VIP Tickets
- Roaming rights throughout entire park
- Full page color ad in program booklet
- Business name announced on main stage /radio T.V. cable tag
- 5 minutes prime time main stage access to promote product or service each day of festival
- Business booth for three days (20ft x 20 ft.)
- Brand name on all printed material (yard signs, & posters 500 club cards 150,000,)
- Access to product and service survey data along with attendee demographic information

Juneteenth Ohio Gold Sponsor: \$10,000.00

- Business logo posted on all Juneteenth Ohio social media sites
- Welcome product stuffer given away at entry gate
- 2 company banners posted on broad street & town street gates
- Business logo on all pages of Juneteenth Ohio website (44,375 visitors)
- Roaming rights throughout entire park
- 30 VIP Tickets
- Full page color ad in program booklet
- Business name announced on main stage & radio tag
- Business booth for three days (20ft x 20 ft.)
- Brand name on printed material (Posters 500 yard signs 500 club/event cards 150,00)
- Access to product and service survey data along with attendee demographic information



Silver Sponsor: \$5,000.00

- 1 Company banners (3ft x 6ft) posted on Broad Street /Washington/ Town Street gates
- Business logo posted on all Juneteenth Ohio constant contact blast
- Business logo on all pages of Juneteenth Ohio website
- 20 VIP Tickets
- Full page color ad in program booklet
- Business booth for three days (20ft x 20 ft.)
- Brand name on printed material (Posters 500)

Bronze: \$2,500.00

- Business logo posted on first & last Juneteenth Ohio constant contact blast
- Business logo on sponsorship page of Juneteenth Ohio website
- 10 VIP Tickets
- Full page ad in program booklet
- Business booth for three days (10ft x 10 ft.)

Friends of the Festival: \$1,500.00

- Business logo on sponsorship page of Juneteenth Ohio website
- Full page ad in program booklet
- 4 VIP Tickets
- Business booth for three days (10ft x 10 ft.)

CONTACT INFORMATION

Mustafaa Shabazz

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Promise Deliverable

Your generous contribution to our Juneteenth Ohio festival is greatly appreciated among the African American community in Columbus Ohio. We would first like to thank you for the many consistent years you have respected and acknowledge the importance of African American freedom. The Juneteenth Ohio Festival is a great opportunity for your company or it's employees to celebrate diversity with a purpose. The new location (Genoa Park) in downtown Columbus Ohio offers unlimited opportunity for growth, and sales of your company brand among the growing number of loyal, and educated African American consumers. When provided the opportunity our goal will be to: 1). Produce a 3 - day R&B concert series, using national Artist & bands for attracting maximal audience attendance, 2). Recruit professional food concessions that compliment roots & old school music, 3). Host cultural arts, science and health exhibits for all families to enjoy! This would make relevant, your brand among loyal African American consumers and their constituents who recognize the Juneteenth Ohio festival as their weekend of cultural discovery.

Sincerely,

**Mustafaa Shabazz,
Chairman Juneteenth Ohio**