



**1106 Success Street
Pittsburgh, Pa. 15212
724-205-9376**



**Pittsburgh's 2017 JUNETEENTH CELEBRATION
SPONSORSHIP PACKAGE**

Greetings Community Leader,

This is William Marshall of Stop the Violence-Pittsburgh and we are inviting you to participate in the 2017 Juneteenth Celebration as follows:

Your company and organization is a vital part of the Pennsylvania region and we would like to insure that you have a strong presence at our line-up of events and increase your service and brand awareness on a national level, and help City residents by supporting programs that highlight African Americans culture, diversity and achievements in America.

These Events and Programs have been endorsed by Pittsburgh Mayor Bill Peduto, County Executive Fitzgerald, U.S. Congressman Mike Doyle and Governor Tom Wolf and will include a variety of participants ranging from High-school/college schools, church congregations, social groups, political leaders, military personnel, business leaders and others.

This upcoming year, we anticipate a multi-cultural and inter-generational audience of 30,000-50,000 people. **Through our marketing campaign we will reach over 2,000,000 people throughout the United States via TV, radio, website, state and national news outlets, email blast, handouts and social media, Bridge and community banners, bus ads and bill boards.**

2017 JUNETEENTH PROGRAMS

The Juneteenth Festival is named in honor of Martin R. Delany (1812-1885) an African-American abolitionist, journalist, physician and editor who was raised in Pittsburgh from 1831-1856. Delany was one of three African-Americans in the country first admitted to Harvard Medical School, and Who later treated patients during Pittsburgh's cholera epidemics in 1833 and 1854, while other Doctors fled the City. During the civil war, Doctor Delany was commissioned to the rank of Major by President Abraham Lincoln becoming the first African American field officer in the United States Army.

1. COMMUNITY DAY AT KENNYWOOD PARK

Thursday June 15th, 10am-10pm, STV-P will host an African American Heritage Day Picnic along with the Pittsburgh-West Virginia Conference of the AME Church, the PA State NAACP Conference, and the Pan-Hellenic Association, National Council of Negro Women and others. The community day will involve amusement park activities, live music, vendors, dance groups, motivational speakers and national entertainment:

(i) 22 area high schools and students will be participating in this Program, ages 13-17. School Districts contacted include Pittsburgh Public Schools, PROPEL, West Mifflin, Beaver County, Aliquippa, Monessen School District, City Charter, Penn Hills, Woodland Hills, Imani, Urban Pathways, Mckeesport, Duquesne, Clairton and Moon.

(ii) 150 Church Congregations from the Third Episcopal District of the AME Church that includes West Virginia, Ohio and Pennsylvania.

(iii) 59 Baptist and Presbyterian Churches from Allegheny County.

(iv) 45 Social and Grass-roots organizations throughout Pennsylvania.

(v) 7 Universities and Colleges Contacted.

ESTIMATED TOTAL: 17,000 Participants

2. BLACK TIE EVENT

Friday June 16th, STV-P will host its Celebration of Life Dinner at the Monroeville Convention Center with Religious Leaders, other social and grass-root organizations. This event will include speakers, entertainment, awards ceremony, special appearance by Michael Brown, Sr. Chosen for Change (father of Michael Brown).

ESTIMATED TOTAL: 400

3. RE-ENACTMENT PARADE & MARTIN R. DELANY JUNETEENTH FESTIVAL

Saturday June 17th, is the national and state-wide Juneteenth celebration. Juneteenth is a African American festival that celebrates the end of Slavery. The festival was established in 1865 and is celebrated throughout America in Black communities.

The Jubilee of Freemen Parade was originally established in April 1870 by members of the National Equal Rights League (1864-1921) members of AME Church and Pittsburgh's Black Presbyterian Church. The parade, held in Pittsburgh, celebrated the ratification of the 15th Amendment of the U.S. Constitution giving Black people the Right to Vote.

The 2017 Parade and Festival will include over 300 social groups, churches and organizations. The Day will end in Market Square with speakers, entertainment and festivities from 10am to 10pm.

ESTIMATE TOTAL PARTICIPANTS: 10,000

Sponsorship Opportunities

❑ Jubilee Sponsor \$15,000

- Signage and Banners at all Events
- Logo/name on all event banner(s) and signage
- Your company will be recognized as a Jubilee Sponsor in all marketing material
- Opportunity to provide a 3-minute speech at the Black Tie Dinner
- Opportunity to give remarks during commemorative programs
- Table of 10 guests at the Black Tie Dinner
- A full-page ad in the program book
- Product placement at dinner (company items can be placed at table or in designated areas)
- Listing in program as a Jubilee Sponsor
- Opportunity to have an exclusive float in the parade (Value: \$5,000)
- 10 x 10 vendor table space (Kennywood and Market Square)

❑ Freedom Sponsor \$10,000

- Logo/name on event banner at Kennywood Park Bandstand, Float and Black Tie Dinner
- Opportunity to give remarks during commemorative programs
- Table of 10 guests at the Black Tie Dinner
- A full-page ad in the Program book and listed in all marketing material
- Listing in program as a Freedom Sponsor
- 10 x 10 vendor table space (Market Square)

❑ Emancipation Sponsor \$7,500

- Logo/name on event banner at Black Tie Dinner, Float and Community Awareness Day
- Table of 10 guests at the Black Tie Dinner
- A half-page ad in the program book and mention in all marketing material
- Listing in program as an Emancipation Sponsor
- 10 x 10 vendor table space (Market Square)

❑ Liberty Sponsor \$5,000

- Logo/name on Stage banner at Kennywood Park Pavilion
- Table of 10 guests at the Black Tie Dinner
- A half-page ad in the program book and listed in all marketing material
- Listing in program as a Liberty Sponsor
- 10 x 10 vendor table space (Market Square)

❑ Supporting Sponsor \$3,500

- Table of 10 guests at the Black Tie Dinner/ banner on Kennywood Pavilion
- A half-page ad in the program book and all material
- Listing in program as a Supporting Sponsor
- 10 x 10 vendor table space during Community Awareness Day

Float Sponsorship

Advertise and brand your company on a 28 ft. Float in the re-enactment of the Jubilee of Freeman Parade. Choose between six different floats:

USA Float, Hay-wagon Float, Salute Float, Queens Float, Civil War Float or Princes Float.

- Float in the parade **\$5,000**
- Banner on float **\$2,000**

Presenting Opportunities

You or Your organization will be named as the Presenter

- Kennywood artist: Hollywood Swingin Band tribute to Kool & the Gang (\$6,000)
- Kennywood artist: Diggy Simmons (Run DMC Son, Youth) \$8,500.
- Market Square artist: Gwen Dickey of Rose Royce (disco) \$6,000.
- Market Square artist: SHINING STAR Band, Earth Wind & Fire Tribute, \$7,000.

Kennywood Pavilion Sponsor

- Adult Pavilions**, 1-10, 3 x 12 ft Banner and opportunity for product placement and giveaways,
Each Pavilion \$2,500
- Youth Pavilions**, 13-23, 3 x 12ft Banner and opportunity for product placement and giveaways,
Each Pavillion \$2,500

Black Tie Table Purchase

- Justice Level – table of 10 guests and a full page ad \$1,500
- Peace Level – table of 10 guests and a half page ad \$1,000

Advertising

Larger Businesses and Nonprofit Organizations (50 or more employees):

- Full Page Ad in Program Book – 8” x 10.5” vertical \$750
- Half Page Ad in Program Book – 6” x 5.125” horizontal \$550
- Quarter Page Ad in Program Book – 3.875” x 5.125” vertical \$400

Smaller Businesses, Churches & Nonprofit Organizations (Under 50 employees):

- Full Page Ad in Program Book – 8” x 10.5” vertical \$500
- Half Page Ad in Program Book – 6” x 5.125” horizontal \$275
- Quarter Page Ad in Program Book – 3.875” x 5.125” vertical \$175

Submission of Artwork for Your Ad

Camera Ready art required. Digital files can be sent to: *StopTheViolencePgh@yahoo.com*
Send as a PDF, JPEG, or TIFF file.

For questions about artwork submission, contact William Marshall at 724-205-9376.

Deadline for Sponsorship and ads is May 17th, 2017.

I cannot attend, but enclosed is my tax deductible contribution in the amount of \$_____.

(Please print.)

NAME

TITLE

COMPANY

ADDRESS

CITY

STATE

ZIP

All Checks should be made

Payable to POISE Foundation

Our 501 c3 Fiscal Sponsor:

EIN #25-1393426.

Please Write:

“2017 Juneteenth Festival”

in the subject line of your check.

Mailing Address:

*603 Stanwix Street
Suite 1700*

Pittsburgh, PA 15222