

2025

SPONSORSHIP PACKET

Central Texas Juneteenth Festival

Thursday, June 19, 2025
Rosewood & Boggy Creek Park

2300 Rosewood Avenue
Austin, Texas 78702

EMANCIPATION PROCLAMATION.

Dear Potential Sponsor,

Central Texas Juneteenth, in collaboration with the Greater East Austin Youth Association and the City of Austin, invites you to consider becoming a sponsor for our 27th annual Juneteenth celebration- the Central Texas Juneteenth Festival - "Celebrating Freedom, Culture, and Community." This highly anticipated and well-attended grand event is for all celebration the liberation of all Americans.

Juneteenth (June 19th) is known as Freedom Day for enslaved African Americans in Texas; liberty was already granted to enslaved people in other states two years before, in 1863. Two thousand twenty-five marks 160 years since slavery was abolished in Texas, and we plan to celebrate this in a revolutionary way. This year's celebration will include the Historical Parade, the Rosewood Park Festival, and a Fireworks Show. These events provide many opportunities to promote your brand, increase your visibility, and display corporate social responsibility. We have carefully crafted select sponsorship packages for you, our potential sponsors, to pursue. Sponsorship will help advertise your business, invest in community unity, and facilitate your development. Your tax-deductible contribution honors these celebratory events and their historical significance and promotes diversity and culture.

Sponsorship will be used for the 2025 Juneteenth events and provide support for community organizations like the Greater East Austin Youth Association. Please do not hesitate to contact us with any questions, concerns, or inquiries that you may have. We look forward to building strategic partnerships with you that will grow in the future.

The Central Texas Juneteenth Committee would like to thank you for all your support and consideration in making this event a **HISTORICAL SUCCESS!**

Sincerely,
Central Texas Juneteenth Committee



2025



Event Schedule

Featured in this year's celebration is our annual, renowned historical parade ending at Rosewood Park where the Park Festival kicks off with live music and vendor entertainment and caps off with a fireworks show.

Historical Parade

Smiles. Laughter. Handshakes. Hugs. High-stepping marching bands belting melodic tunes. Children running to collect candy. Saluting our city, county, and state representatives and our city's public servants. Whether you are a community-serving business, entrepreneur, or a proud car owner with a glossy or classic vehicle to gaze upon, the historical Juneteenth parade brings Austinites old and new together to commemorate the freedom of African-Americans from slavery.

Location: MLK Blvd.- Chicon St.-Rosewood Ave.

Time: 10am-12pm

*Over
10,000
attendees
annually!*

Park Festival

Join us at Rosewood Park & Boggy Creek Park for games, food, and retail vendors to the tune of music rooted in African and Black culture featuring chart-topping performances and local talent!

Location: Rosewood Park & Boggy Creek Park

Time: 12pm-9pm

Fireworks Show

We'll cap off the day's festivities with a fireworks show to let "Let Freedom Ring!"

Location: Rosewood Park

Time: 9pm

HISTORICAL PARADE

The Annual Juneteenth Parade has always been the hallmark event of this historic celebration! The success of the Central Texas Juneteenth Parade hinges on several key elements: community involvement, dedicated volunteers, and your valued sponsored partnership!



Items for Sponsorship



- Regional Student Marching Bands (3)

Travel expenses (bus and refreshments)

- Photographer/Videographer



PARK FESTIVAL

Last year, we successfully enhanced the entertainment at the Park Festival by featuring renowned national artists, K Camp and Urban Mystic, alongside with a host of incredible local talent, all thanks to your support! The success of the Park Festival hinges on several key elements: community involvement, dedicated volunteers, and your valued sponsored partnership!

Items for Sponsorship

- Concert stage w/
sound and tech
- Artist Headliner
 - Artist Accommodations
- Photographer/
Videographer



Why Sponsor Us

HISTORY & CULTURE

By sponsoring Juneteenth, your company will have the opportunity to support History, Culture & Freedom. Juneteenth is a celebration of emancipation and a significant event for the people of Texas. Sponsoring this Celebration will help support our cause and make Juneteenth a SUCCESSFUL Celebration.

GOODWILL & REPUTATION

There is ample opportunity for your brand to increase its goodwill and reputation by sponsoring the Juneteenth events. Supporting an celebration like this allows your organization to be seen in a positive light as a brand, promoting positive community initiatives and celebrating rich cultural heritage.

BRAND AWARENESS

Through the extensive marketing opportunities available to your brand, we can assure our sponsor that during and after the Celebration, consumers will be able to easily recognize your brand and be willing to choose yours over that of your competitors. This can help to increase sales and profitability.

COMMUNITY DEVELOPMENT

Juneteenth helps to support community development through its events that unite the community and promote fellowship in Texas. The celebration will also help develop youth and promote self-pride among African Americans in Texas through its events. Your brand will have the opportunity to market itself personally to residents and connect on a local level.



Sponsorship Levels

Platinum - \$50K

- **Marketing:**

Social Media: Facebook, Instagram

Website: CTJ Website (Logo & Link to Company Website)

Other: Radio, Flyer's (Logo), and T-Shirts (Logo)

- **Juneteenth Commemorative Items (25)**

Swag bags w/goodies: T-Shirt & Wrist bands for VIP area

- **Parade:**

(4/vehicles limit)

- **Park:**

Stage banner display

VIP seating w/fan (wrist band area)

Vendor booth (Extended area)

Gold - \$20K

- **Marketing:**

Social Media: Facebook, Instagram

Website: CTJ Website (Logo & Link to Company Website)

Other: Radio, Flyer's (Logo), and T-Shirts (Logo)

- **Juneteenth Commemorative Items (20)**

Swag bags w/goodies: T-Shirt

- **Parade:**

(3/vehicles limit)

- **Park:**

Stage banner display

Vendor booth (Extended area)



Silver - \$10K

- **Marketing:**

Social Media: Facebook, Instagram

Website: CTJ Website (Logo & Link to Company Website)

Other: Radio, Flyer's (Logo), and T-Shirts (Logo)

- **Juneteenth Commemorative Items (5)**

Swag bags w/goodies: T-Shirts

- **Parade:**

(2/vehicles limit)

- **Park:**

Vendor booth (Extended area)

Bronze- \$5K

- **Marketing:**

Social Media: Facebook, Instagram

Website: CTJ Website (Logo & Link to Company Website)

Other: Radio, Flyer's (Logo), and T-Shirts (Logo)

- **Juneteenth Commemorative Items (2)**

Swag bags w/goodies: T-Shirts

- **Parade:**

(2/vehicles limit)



THANK YOU

For making Juneteenth a historical success!

Contact Us.

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