

# Eastern Shore Juneteenth Parade & Festival

JUNE 15, 2024 | DOWNTOWN SALISBURY



## About the Festival:

Eastern Shore Juneteenth is a 501(c)(3) nonprofit organization that hosts an annual Juneteenth parade and festival. The festival is the Maryland lower Shore's premier and longest-standing event celebrating Black culture and the Juneteenth holiday. What began as a backyard community gathering has grown into an annual festival welcoming thousands of attendees. The one-day festival is free to the public and features a parade, music, dance, art, education, and more.

## Sponsorship Opportunities:

Sponsors can engage at multiple levels as outlined below. To discuss the specifics of your sponsorship or to develop a customized package, please contact Makya Purnell at [easternshorejuneteenth@gmail.com](mailto:easternshorejuneteenth@gmail.com).

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### Jubilee Sponsor \$20,000

- Stage name
- Company logo on all event banners and signage
- Everything below plus custom benefits

### Ally Sponsor \$10,000-\$19,999

- Public mention throughout parade and festival
- Full-page ad in the festival guide and listed in all marketing materials
- Everything below

### Visionary Sponsor \$5,000-\$9,999

- Company logo on stage banner
- Half-page ad in the festival guide and listed in all marketing materials
- Company recognized in 5 social media posts leading up to the event
- Everything below

### Humanitarian Sponsor \$2,500-\$4,999

- Company logo on parade banner
- Company logo/name listed in all materials distributed to attendees
- Company recognized in 3 social media posts leading up to the event
- Everything below

### Supporter Sponsor \$1,500-\$2,499

- Onsite promotional area
- Access to hospitality tent
- Logo on Eastern Shore Juneteenth website linked to company website
- Company recognized in 1 social media post leading up to the event
- Appropriate listing in festival guide

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2024 Sponsorship Commitment Form



## **Sponsor Information:**

Gift Amount: \_\_\_\_\_

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

## **Giving Level:**

- Jubilee Sponsor (\$20,000)
- Ally Sponsor (\$10,000- \$19,999)
- Visionary Sponsor (\$5,000- \$9,999)
- Humanitarian Sponsor (\$2,500- \$4,999)
- Supporter Sponsor (\$1,500- \$2,499)

## **Payment Information:**

- Please send me an invoice
- Check enclosed \$\_\_\_\_\_.00 made payable to Eastern Shore Juneteenth Inc.\*

## **Non-Financial Sponsorships:**

I would love to be an in-kind sponsor and provide \_\_\_\_\_

I would love to be a media sponsor and provide \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

**\*Please mail checks to Eastern Shore Juneteenth | PO Box 3930, Salisbury, MD 21802  
EIN: 87-2851918**