

# JUNETEENTH CELEBRATION

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## **Sponsorship Levels**

Through your support, we can make this event as accessible as possible by offering free admission, no fee to food vendors (many whom have been hard hit during Covid), a free meal to children in attendance, and pay all our entertainers a competitive fee.

### **EBONY \$10,000**

Our EBONY sponsors are our lead sponsors.

- Logo presented on event materials the day of the event
- Special thank you and logo displayed during closing remarks of the event
- Included in EBONY Sponsor highlight email sent to the branch email list (1,000+ people)
- Individual social media post the week of the event (Facebook, Instagram)
- Logo included on email marketing for the event
- Included in sponsor social media posts after the event (Facebook, Instagram)

### **PLATINUM \$7,500**

- Name and message dropped in the Zoom chat twice during the event
- Name displayed and read during closing remarks of the event
- Individual social media post the week of the event (Facebook, Instagram)
- Logo included on email marketing for the event
- Included in sponsor social media posts after the event (Facebook, Instagram)
- Included in full sponsor list on Freedom Fund page on the Branch website.

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## **GOLD \$5,000**

- Name displayed and read during closing remarks of the event
- Individual social media post the week of the event (Facebook, Instagram)
- Logo included on email marketing for the event
- Included in sponsor social media posts after the event (Facebook, Instagram)
- Included in full sponsor list on Freedom Fund page on the Branch website

## **SILVER \$2,500**

- Name displayed and read during closing remarks of the event
- Individual social media post the week of the event (Facebook, Instagram)
- Included in sponsor social media posts after the event (Facebook, Instagram)
- Included in full sponsor list on Freedom Fund page on the Branch website

## **ALLY \$1,000**

- Included in sponsor social media posts after the event (Facebook, Instagram)
- Included in full sponsor list on Freedom Fund page on the Branch website

## **PARTNER \$500**

Our PARTNERS are critical sponsors and expand the reach of the Branch and the Freedom Fund into the Berkshires and beyond.

- Included in full sponsor list on Freedom Fund page on the Branch website

## **FRIEND \$250**

- Included in full sponsor list on Freedom Fund page on the Branch website

# JUNETEENTH CELEBRATION

May 2022

"Every year we must remind successive generations that this event triggered a series of events that one by one defines the challenges and responsibilities of successive generations. That's why we need this holiday."  
- Al Edwards, Civil Rights Activist and Texas State Representative.


Juneteenth, now a federal holiday in the United States commemorates the emancipation of enslaved African-Americans. It is also often observed for celebrating African-American culture. Originating in Galveston, Texas, it has been celebrated annually on June 19 in various parts of the United States since 1865.

Through your sponsorship, you are supporting the celebration of freedom of all Black identifying Americans and the strength for the continued fight for equality within our country.

This year's Juneteenth Celebration will be one of community, fun, food, dance, spoken word, and music. We are honored to once again hold an in-person event and celebrate at Durant Park in Pittsfield's Westside neighborhood, a historically proud Black neighborhood.

We hope you can help to sponsor such a celebration and even more importantly, join us in person to celebrate.

With deep gratitude,



Dennis L. Powell, President  
NAACP Berkshire County Branch





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## 2022 Juneteenth Sponsorship Form

Organization \_\_\_\_\_

Your Name/Title \_\_\_\_\_

Address \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

Sponsorship Level \_\_\_\_\_

**To give by check, make the check payable to NAACP Berkshire County. Write “Juneteenth Celebration” in the Memo line. Mail to NAACP, Berkshire County Branch P.O. Box 605 Pittsfield MA 01202**

You may also process a credit card on our website, [naacpberkshires.org/donate](https://naacpberkshires.org/donate) (please mark Juneteenth Celebration in the comments box)

Please email [naacpberkshirecounty@gmail.com](mailto:naacpberkshirecounty@gmail.com) with any questions and thank you for your generosity!