

SPONSOR PROPOSAL

Rooted in Resilience

a Juneteenth Celebration

Wednesday June 19, 2024
6:30PM - 9:30PM

Mesa Community College
Main Campus

Hosted by:

City of Mesa
Mesa Community College
Mesa MLK Celebration Committee



MESA
COMMUNITY COLLEGE
A MARICOPA COMMUNITY COLLEGE



ROOTED IN RESILIENCE



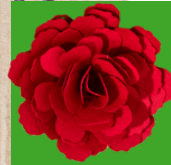
JUNETEENTH

About Event



Juneteenth is significant to American History as the annual holiday commemorates the emancipation of enslaved African Americans in the United States, celebrated on June 19. In 2024 the City of Mesa, Mesa Community College and the Mesa-East Valley MLK Committee is partnering to host its annual community-wide Juneteenth Celebration including a festival, health fair, activities, food and performances.

The theme "Rooted In Resilience" embodies the strength, determination, and perseverance of Black communities throughout history, acknowledging the challenges they have overcome and the progress they continue to make. By embracing resilience, we honor the legacy of those who fought for freedom and justice while recognizing the ongoing struggles for equality and equity.



Reach & Visibility

LARGEST JUNETEENTH
CELEBRATION IN THE
CITY OF MESA

City of Mesa 2023 population
is over 517,00.

In return for your support, your brand will be highly promoted throughout our event with thousands in attendance. You will receive prime advertising and community outreach. Your company logo, address, or any other traffic generating marketing will be featured on various mediums.

BRAND EXPOSURE

The opportunity to promote your brand to our niche market, and to maintain a high profile among key participants before, during, and after the event.

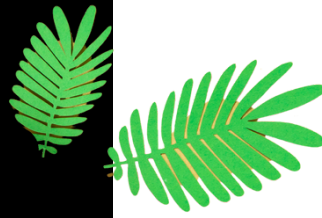
BUILD RELATIONSHIP

Opportunity to consolidate corporate and community relationships, and expose your brand directly to our key market.

HEIGHTENED VISIBILITY

Positive publicity from print and electronic media will help increase the visibility of your company's products and services. Your brand will benefit from media coverage with an amazing rate on investment.

Your Impact



Generating tourism dollars for the City by making Mesa a Premier attraction for celebrating Juneteenth.

Investing in marginalized communities and cultural activities that promote unity and economic empowerment.

Creating an epicenter for grassroots organizations to exchange ideas regarding effective community services.

Transforming Communities

Together, we can commemorate the progress made towards equality and inspire future generations to continue striving for peace and equity. Join us in making a lasting impact on our community's collective journey towards a more inclusive and equitable society.

Sponsor Levels



Presenting Gold Sponsor - \$25,000

- Exclusive Event Title Sponsorship: YOUR COMPANY presents 2024 Mesa Juneteenth Celebration in partnership with the City of Mesa, Mesa Community College and Mesa-East Valley MLK Committee
- Speaker opportunity on stage during festival program
- Mention on stage throughout official Juneteenth Celebration, as Presenting Sponsor
- Prominent vendor placement at Festival.
- Prominent placement of sponsor signage as Presenting Sponsor
- Promotional items included in bags distributed at event
- Web site acknowledgment and hyperlink
- Two email blasts as an official sponsor through distribution lists
- Priority placement of sponsor logo on all promotional and printed material
- Priority placement of sponsor signage at Juneteenth event
- Recognized as Presenting sponsor in all press releases and media announcements including social media
- Message of community responsibility posted on social media channels
- Complimentary invitations to all Mesa-East Valley MLK Events for 2024 & 2025
- Invitation to private donor reception

Green Sponsor - \$10,000

- Web site acknowledgment and hyperlink
- Speaker opportunity on stage during festival program
- Mention on stage during 2024 Juneteenth Celebration
- Two email blasts as an official sponsor through distribution lists
- Promotional items included in bags distributed at event
- Prominent placement of sponsor logo on all promotional and printed material
- Prominent placement of sponsor signage at Juneteenth event
- Recognized as a Platinum sponsor in all press releases and media announcements
- Priority vendor placement at Festival
- Complimentary invitations to all Mesa-East Valley MLK Events for 2024 & 2025
- Invitation to private donor reception

Sponsor Levels



Black Sponsor - \$5,000

- Web site acknowledgment and hyperlink
- Mention on stage at one featured event during 2024 Juneteenth Celebration
- Two email blasts as an official sponsor through distribution lists
- Recognized as a participating sponsor in all press releases and media announcements
- Promotional items included in bags distributed at event
- Vendor placement at Festival
- Prominent placement of sponsor logo on all promotional and printed material
- Prominent placement of sponsor signage
- Complimentary invitations to all Mesa-East Valley MLK Events for 2024
- Invitation to private donor reception

Red Sponsor- \$2,500

- Web site acknowledgment and hyperlink
- Mention on stage during 2024 Juneteenth Celebration
- Email blast as an official sponsor through distribution lists
- Recognized as a participating sponsor in all press releases and social media announcements
- Vendor placement at Festival
- Placement of sponsor logo on all promotional and printed material
- Complimentary invitations to all Mesa-East Valley MLK Events for 2024

Small Business Sponsor - \$1,000

- Mention on stage during 2024 Juneteenth Celebration
- Email blast as an official sponsor through distribution lists
- Recognized as a participating sponsor in all press releases and social media announcements
- Placement of sponsor logo on all promotional and printed material

Festival Friend Sponsor - \$500


- Recognized as a participating sponsor in all press releases and social media announcements
- Placement of sponsor logo on all promotional and printed material





Juneteenth

Contact Us

To become a sponsor or for more information contact us at:

 www.mesaevmlk.org

 480-939-8956

 info@mesaev.mlk.org