



From 1964 to 2024: Sixty Years in the Fight For Justice in Rochester!



Dear Community Partner,

For the past decade, the Greater Rochester Martin Luther King Jr. Commission has been the lead host for the annual Rochester Juneteenth Festival along with various community partners. Juneteenth is now a federally recognized holiday, and the committee is looking to always grow its list of amazing community partners to further amplify the commemorative celebration.

The '23 Juneteenth Festival committee was able to partner with the City of Rochester, County of Monroe, Rochester International Jazz Festival, The Black Agenda Group, the Strong Museum of Play, Molina Healthcare, SEIU 1199, the Urban League of Rochester, Action for a Better Community, and volunteers to put on a successful day of celebration for over 4,000 attendees.

The festivities include but not limited to:

- Juneteenth Parade
- Local and National Artists and Entertainment
- The Strong Museum of Play (Free Admission)
- Elders' Circle Tribute
- Youth Black Scholars Recognition
- Garth Fagan Dance Company
- Teen Empowerment Youth Poets
- Wamba African Drumming Group
- ROC Freedom Riders
- Vendors and Community Resources

In 2024, the Greater Rochester Martin Luther King Jr. Commission, Juneteenth Committee seeks to continue expanding the existing activities by highlighting the '64 Rochester Uprising to provide historical education about the three days of unrest and the opportunity to contribute to the future state of what justice looks like in our community. This event will be held on June 8, 2024, at the Mt. Vernon Missionary Baptist Church, 351 Joseph Avenue from 11-1 pm.

To build on the foundation of the festival, the committee is working to secure sponsors. We would love you to partner with us by becoming a community sponsor. Please review the sponsorship levels and incentives on the next page. If interested, click on the link:

<https://form.jotform.com/240744552868163>

Thank you for your consideration in contributing to support another family fun filled Juneteenth Festival. Please feel free to contact Donald Hunter at grmlkjuneteenthsponsor@gmail.com with any questions.

Respectfully,
Commissioner Cherri Hawkins, '24 Rochester Juneteenth Coordinator



Rochester Juneteenth Festival 2024

Saturday, June 15, 2024

The Greater Rochester Martin Luther King Jr. Commission is a 501c(3) and will provide you with a tax credit letter upon your sponsorship donation.

Please fill out and return the Sponsorship Level Pledge Card.

Checks and Money Orders can be made to the order of:
Greater Rochester Martin Luther King Jr. Commission
P.O. Box 22812
Rochester, NY 14692

Sponsorship Levels

Freedom Level - \$10,000

This sponsorship level will include 6 VIP Tickets, Specialized Parking for 2 vehicles, Gold Marketing, a Corporate Parade Entry Slot, and 6 Souvenir Packages.

Liberation Level - \$5,000

This sponsorship level will include 4 VIP Tickets, Gold Marketing, a Corporate Parade Entry Slot, and 4 Souvenir Packages.

Emancipation Level - \$ 2,000

This sponsorship level will include 3 VIP Tickets, Silver Marketing, a Community Parade Entry Slot, and 3 Souvenir Packages.

Jubilee Level - \$1,000

This sponsorship level will include 2 VIP Tickets, Silver Marketing, a Community Parade Entry Slot, and 2 Souvenir Packages.

VIP Tickets

- ☐ VIP Reception Lounge Access (MLK Jr. Lodge) 11am-8pm
- ☐ Catered Dinner in VIP Lounge 1pm-3pm
- ☐ Access to VIP Section for Live Entertainment
- ☐ Complimentary refreshments from 11am-6:30pm

Marketing Levels

- ☐ Gold: Name (Logo) on all printed event marketing materials & Verbal mention on stage throughout Festival
- ☐ Silver: Name (Logo) on printed event marketing materials

Parade Entry Slot

- ☐ Community: Float/vehicle and walking group slot fee waived

Souvenir Package

- Juneteenth Memorabilia