

February 1, 2023

**Dear Community Partner,**

I hope this letter finds you well!

It is with excitement that the Rochester Juneteenth Committee shares a recap of the '22 Festival and seeks your monetary support for the plans of the '23 Festival.

For the past decade, the Rochester Juneteenth Festival's lead host has been the Greater Rochester Martin Luther King Jr. Commission with various community partners who have contributed to successful annual events to commemorate the celebration of Juneteenth.

There are a variety of festival activities which replicates and honors the singing, dancing, and praying that the African Americans in Texas were said to have done once they heard the news of Emancipation, in June of 1865.

The '22 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, and event volunteers to put on a successful day of celebration. This included recognizing youth Black Scholars for their academic achievements, performances by the internationally acclaimed Garth Fagan Dance Company, Teen Empowerment youth poets, the Wamba African Drumming Group, a procession from the ROC Freedom Riders, and a variety of local artists (poets, singers, dancers, rappers). In addition to the outstanding entertainment, there was an Elders' Circle tribute recognizing Black leaders who have been pillars of service within the Rochester community.

Proudly, over 3,000 people attended the family fun-filled day and were able to take advantage of the all-day free admission which the Strong Museum of Play offered to all festival attendees. There were also a variety of vendors who provided community resources, food, and other items to attendees. One of many highlights was that a few families were able to start the process of signing up for healthcare at the '22 festival.

In 2023, the Rochester Juneteenth Committee seeks to expand the existing activities and entertainment by booking a National Artist to perform as a part of the day's entertainment, add an additional educational component of Black History, reinstate the festival parade, and enhance all areas of outreach for greater participation.

In order to continue to build on the foundation of the festival, the committee is working to secure funding for the 2023 Festival which is scheduled to take place on June 17 at the Martin Luther King Jr. Park (Rochester, NY). On page two of this letter of support are detailed sponsorship levels for you to choose from along with payment details.

Juneteenth is now a federally recognized holiday and the committee hopes to continuing to grow its list of amazing community partners to further amplify the commemorative celebration.

Thank you for your consideration in contributing to support another family fun filled Juneteenth Festival. Please feel free to contact a committee representative at [admin@rochesterjuneteenth.com](mailto:admin@rochesterjuneteenth.com) with any questions.

Warm Regards,

***Rochester Juneteenth Planning Committee***





The 19<sup>th</sup> Ward Community Association 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:

**19<sup>th</sup> Ward Community Association**

**P.O. Box 24754**

**Rochester, NY 14624**

**Rochester Juneteenth Festival 2023**  
Saturday, June 17, 2023

**Sponsorship Levels**

(CORPORATE)

**Freedom Level - \$50,000**

This sponsorship level will include 10 VIP Tickets, Specialized Parking for 3 vehicles, Gold Marketing, a Corporate Parade Entry Slot, and 10 Souvenir Packages.

**Liberation Level - \$40,000**

This sponsorship level will include 7 VIP Tickets, Specialized Parking for 3 vehicles, Gold Marketing, a Corporate Parade Entry Slot, and 7 Souvenir Packages.

**Emancipation Level - \$ 30,000**

This sponsorship level will include 6 VIP Tickets, Specialized Parking for 3 vehicles, Gold Marketing, a Corporate Parade Entry Slot, and 6 Souvenir Packages.

**Jubilee Level - \$20,000**

This sponsorship level will include 5 VIP Tickets, Specialized Parking for 2 vehicles, Gold Marketing, a Corporate Parade Entry Slot, and 5 Souvenir Packages.

**VIP Tickets**

- VIP Reception Lounge Access (MLK Jr. Lodge) 11am-8pm
- Catered Dinner in VIP Lounge 1pm-5pm
- 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

**Parade Entry Slot**

- Corporate: Float/vehicle and walking group slot fee waived

**Souvenir Package**

- Juneteenth Memorabilia
- Duffle bag



19th Ward  
Community Association

# '23 Rochester Juneteenth Sponsorship Level Pledge Card (Corporate)

Name (first, last) \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Organization's Name  
(if applicable) \_\_\_\_\_

I would like my donation to go toward corporate sponsorship level:

FREEDOM \$50,000

LIBERATION \$40,000

EMANCIPATION \$30,000

JUBILEE \$20,000

Please make donation checks and money orders payable to:

**19<sup>th</sup> Ward Community Association**

**P.O. Box 24754**

**Rochester, NY 14624**

Contact : [admin@rochesterjuneteenth.com](mailto:admin@rochesterjuneteenth.com)