



www.gracearmsofantioch.org

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A 501(c)(3) Nonprofit organization

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Grace Arms Resources Extend like the branches of a tree that is firmly rooted in the community we serve.

Subject: Sponsorship Opportunity for Juneteenth Freedom Celebration

Dear Recipient's Name,

I hope this letter finds you well. I am writing to invite [Organization Name] to become a valued sponsor for the Juneteenth Freedom Celebration ("Celebration"), which will take place on Saturday, June 15, 2024, Noon to 5:00 p.m., on the campus of Grace Bible Fellowship of Antioch.

Juneteenth is the oldest known celebration commemorating the end of slavery in the United States. Though the Emancipation Proclamation was given by Abraham Lincoln in 1863, the beginning of the end of slavery wouldn't be recognized until sometime later - June 19, 1865.

The Juneteenth Freedom celebration exists to share the history of slavery and to memorialize its ending. We honor the sacrifice of our ancestors & share the cultural heritage of their descendants through entertainment, art, education, and an ever-present, always-developing sense of community.

This year's Celebration promises to be an extraordinary event, featuring our headliner for the day Howard Hewitt, the lead singer, front man and dancer with successful soul/R&B band Shalamar. As a solo artist, he had six Billboard top ten songs, (#1: "Show Me" • #2: "I'm for Real" • #3: "Stay" • #4: "Strange Relationship" • #5: "I Can't Tell You Why" • #6: "I Commit to Love" to name a few. Howard has toured the globe, and his soulful voice will be coming to the Antioch Juneteenth on June 15, 2024.

We will also have a petting zoo, health & resources, vendor tables, food trucks, jumpers, a game truck, and many other cultural activities. The celebration aims to bring together music enthusiasts and families from all over the community to enjoy a day filled with exceptional live performances and entertainment. This event will showcase the talents of many renowned artists, entertainers, and speakers, thus providing an unforgettable experience for all attendees.

Grace Arms of Antioch is excited to host this Community Juneteenth event once again. We are proud to be in collaboration with Civic entities like the City of Antioch, many Contra Costa County organizations and several socially minded nonprofit organizations like Walk into the Light Mentorship and others.

By sponsoring this event, [Recipient's Organization] will gain exposure, recognition and actively contribute to the betterment of our community by supporting an organization that plays a crucial role in developing our youth and their futures.



We have established five distinct levels to facilitate your sponsorship: Diamond, Platinum, Gold, Silver, and Bronze. Each sponsorship level offers unique benefits and promotional opportunities, allowing your organization maximum exposure throughout the Celebration. The sponsorship details for each level are as follows:

1. **Diamond: \$20,000;** Radio or TV spots 5-times, 5-minute announcement during the program, prime booth space, website/social media with video ads, free concession coupon, onsite printed ads. Prominent logo placement on all event marketing materials, including website, posters, billboards, flyers, and banners.
2. **Platinum Sponsorship: \$10,000;** Radio spots 3-times, 2-minute announcement during the program, prime booth space, website/social media with video ads, free concession coupon, onsite printed ads. Logo placement on event marketing materials. Recognition on event marketing materials.
3. **Gold Sponsorship: \$5,000;** Radio spot 1-time, 1-minute announcement during the program, prime booth space, website/social media with video ads, free concession coupon, onsite printed ads. Recognition on event signage and website.
4. **Silver Sponsorship: \$2,500;** Preferred booth space, website/social media with video ads, free concession coupon, onsite printed ads. Recognition on event signage and website.
5. **Bronze Sponsorship: \$1,000;** Booth space, free concession coupon, onsite printed ads. Recognition on event signage and website.

We are looking for many community businesses to partner with us on this event and have additional vendor opportunities available which can be found on our website, see below.

We believe that partnering with your organization will greatly benefit both parties and contribute to the overall success of the Celebration. We kindly request that you review the above information and you can also visit our website which provides more comprehensive details about the Celebration, sponsorship benefits, and our non-profit organization, Grace Arms (www.gracearmsofantioch.org).

We hope you will join us in supporting this important cause and helping significantly impact our community. Should you have any questions or require further information, please do not hesitate to contact us directly at arandolph@gbfofantioch.org, awalkwithme@yahoo.com, or (925) 522-2017.

We would be delighted to discuss the various sponsorship/vendor opportunities available and find the best fit for your organization.

Sincerely,

Anthony Randolph
Event Coordinator

Antonio Walker
Entertainment Coordinator