

EMPOWERING PEOPLE,
IGNITING the CULTURE!
JUNE 12TH -15TH



www.JUNE19LV.com/become-a-sponsor



























JUNETEENTH BY THE NUMBERS

23 YEARS AS SOUTHERN NEVADA'S JUNETEENTH CELEBRATION!

More than **2 Decades** proudly serving the Historic Westside community.

Platform supporting over 100+ participating small and local business vendors.

Over 60+ student financial scholarships awarded over two decades.

8000+ annual event attendance and growing each year.

23 YEARS AS SOUTHERN NEVADA'S LARGEST AND MOST RECOGNIZED

A RICH HISTORY

The Las Vegas Juneteenth Festival was established 24 years ago by respected Las Vegas philanthropists Dr. Anthony L. and Mrs. Diane Pollard. The LVJF is an annual fundraising vehicle to support Rainbow Dreams Educational Foundation in its ongoing mission to strengthen and support historically underserved communities in Southern Nevada through educational and cultural programs and services.



"He who does not know can know from LEARNING"

EMPOWERING PEOPLE, IGNITING THE CULTURE!

Welcome to a pivotal moment in Las Vegas history—the 2024 Juneteenth Celebration, an event set to redefine the cultural landscape of our vibrant city. For the first time ever, we're expanding our annual Juneteenth cultural event into an unprecedented, multi-day extravaganza. This year, as we mark our 23rd annual Las Vegas Juneteenth Festival, we're not just continuing a tradition; we're elevating it to new dimensions. This E.P.I.C 4-day event is designed to resonate deeply within our community, engaging and impacting everyone from our community partners and small business vendors to our valued sponsors and, most importantly, the families we serve.

Our mission is bold: to **transform the entertainment capital of the world into its cultural capital**. This vision requires collaboration, innovation, and the support of partners who are just as passionate about making a meaningful impact. As you explore the various sponsorship opportunities, consider how your organization can contribute to creating an unforgettable experience that touches lives in profound ways. Together, **let's celebrate freedom, diversity, and community** in a manner only Las Vegas can.

WELCOME TO THE LAS VEGAS JUNETEENTH EXPERIENCE!

JUNETEENTH EXPERIENCE EVENT SCHEDULE WED. JUNE 12, 2024 THURS. JUNE 13, 2024

12:00PM - 4:00PM | SPLASH N DASH YOUTH & FAMILY POOL PARTY AT DOOLITTLE COMMUNITY CENTER POOL

6:00PM - 7:45PM | POETRY IN THE PARK (COUNCILMAN CREAR & RAINBOW DREAMS)

7:45PM - 8:00PM | FREE POPCORN DISTRIBUTION

8:00PM - 10PM | MOVIES IN THE PARK (MOVIE SELECTION T.B.D)

THURS. JUNE 13, 2024

9AM - 5PM | E.L.E.V.A.T.E HEALTH AND FINANCIAL LITERACY SUMMIT

EMPOWERING LIVES, ENHANCING VITALITY, AND TRANSFORMING ECONOMICS: WELCOME TO "E.L.E.V.A.T.E," ONE OF THE CORNERSTONE EVENTS OF THE INAUGURAL LAS VEGAS JUNETEENTH EXPERIENCE! THIS EMPOWERING SUMMIT IS DEDICATED TO FOSTERING HOLISTIC WELL-BEING AND PROSPERITY WITHIN THE AFRICAN AMERICAN COMMUNITY, WITH A FOCUS ON MENTAL HEALTH, PHYSICAL WELLNESS, AND FINANCIAL LITERACY. (VENUE T.B.D)

8PM - 10PM | JUNETEENTH EXPERIENCE B.Y.G (BUST YOUR GUT) COMEDY SHOWCASE (FEATURING SPECIAL GUEST COMEDIAN/ACTOR/INFLUENCER JUHAHN JONES

GET READY TO SPLIT YOUR SIDES AND CELEBRATE FREEDOM WITH A DOSE OF HUMOR. THIS UPROARIOUS EVENT WILL SPOTLIGHT THE BRIGHTEST AND FUNNIEST UP-AND-COMING COMEDIANS ON THE SCENE, GUARANTEED TO DELIVER A BARRAGE OF LAUGHS. THIS IS YOUR INVITATION TO JOIN US FOR AN UNFORGETTABLE EVENING WHERE LAUGHTER UNITES US IN CELEBRATING PROGRESS AND FREEDOM. (VENUE T.B.D)

FRI. JUNE 14, 2024

10AM - 2PM | JUNETEENTH EXPERIENCE JUBILEE JAM AND SLAM ADULT 3-ON-3 BASKETBALL TOURNAMENT. THE JUNETEENTH EXPERIENCE JUBILEE JAM IS AN ELECTRIFYING ADULT 3-ON-3 BASKETBALL TOURNAMENT SET AGAINST THE VIBRANT BACKDROP OF LAS VEGAS, DESIGNED TO HONOR AND CELEBRATE AFRICAN AMERICAN EXCELLENCE IN ATHLETICS. THIS DYNAMIC EVENT IS INTENDED TO ENCAPSULATE THE SPIRIT OF FRIENDLY COMPETITION, INVITING PARTICIPANTS TO EXPRESS THEIR FREEDOM, SKILL, AND PASSION FOR THE GAME IN A SPIRITED CONTEST OF AGILITY, STRATEGY, AND TEAMWORK.

JUNETEENTH EXPERIENCE EVENT SCHEDULE CONT. FRI. JUNE 14, 2024 FRI. JUNE 14, 2024

10AM -4PM | JUNETEENTH EXPERIENCE JUBILEE JAM AND SLAM ADULT 3-0N-3 BASKETBALL TOURNAMENT AND THE JUNETEENTH EXPERIENCE FAMILY COOKOUT

THE JUNETEENTH EXPERIENCE JUBILEE JAM IS AN ELECTRIFYING ADULT 3-ON-; **BASKETBALL TOURNAMENT SET AGAINST THE VIBRANT BACKDROP OF LAS V** EGAS. DESIGNED TO HONOR AND CELEBRATE AFRICAN AMERICAN EXCELLENCE IN ATHLETICS. THIS DYNAMIC EVENT IS INTENDED TO ENCAPSULATE THE SPIRIT OF FRIENDLY COMPETITION, INVITING PARTICIPANTS TO EXPRESS THEIR FREEDOM, SKILL, AND PASSION FOR THE GAME IN A SPIRITED CONTEST OF AGILITY, STRATEGY, AND TEAMWORK.

THE JUNETEENTH FAMILY COOKOUT, ADORNED WITH A PAN-AFRICAN INVITATION, IS A NOSTALGIC EMBRACE OF COMMUNITY AND HERITAGE SET IN THE HEART OF AN OPEN-AIR PARK. THIS EVENT IS THE QUINTESSENTIAL FAMILY AFFAIR, DESIGNED TO GATHER FRIENDS, FAMILIES, AND COMMUNITIES UNDER THE SKY IN A CELEBRATION OF FREEDOM, UNITY, AND CULTURAL RICHNESS.

THIS JUNETEENTH FAMILY COOKOUT IS MORE THAN JUST A GATHERING; IT'S AN EXPERIENCE. IT'S A CHANCE TO RECONNECT WITH THE ROOTS, TO HONOR THE JOURNEY OF ANCESTORS, AND TO BASK IN THE JOY OF FREEDOM AND PROGRESS. IT'S AN INVITATION TO DANCE, EAT, SHOP, AND REVEL IN THE COMPANY OF LOVED ONES.

VENUE: LORENZI PARK 3333 W WASHINGTON AVE, LAS VEGAS, NV 89107



7PM - 10PM | JUNETEENTH EXPERIENCE BIG TEAMERS 4 BIG DREAMERS CELEBRITY **BASKETBALL GAME FOR CHARITY.**

IMUNITY LEADERS, CELEBRITIES, INFLUENCERS, AND LOCAL LEGENDS WILL COME THER IN A 5-ON-5 BASKETBALL GAME, NOT ONLY FOR FUN AND THE THRILL OF

THE 1ST ANNUAL JUNETEENTH EXPERIENCE "BIG TEAMERS 4 BIG DREAMERS" CELEBRITY BASKETBALL GAME IS MORE THAN JUST A SPORTING EVENT; IT'S A BEACON OF HOPE, A SPECTACLE OF WHAT'S POSSIBLE, AND A VIVID SHOWCASE OF DREAMS TURNING INTO REALITY. AS WE CELEBRATE THIS SIGNIFICANT DAY, LOCAL COMPETITION BUT FOR A CAUSE THAT TOUCHES THE HEART OF OUR COMMUNITY: RAISING FUNDS FOR THE CHILDREN OF RAINBOW DREAMS EDUCATIONAL FOUNDATION.

THIS EVENT IS A POWERFUL REMINDER TO OUR LITTLE STARS—OUR CHILDREN—THAT THEIR DREAMS HAVE NO BOUNDS, AND THEIR FUTURES ARE BRIGHT WITH POSSIBILITIES. BY WITNESSING THEIR FAVORITE STARS ON THE COURT, ENGAGING FRIENDLY COMPETITION, THEY'LL SEE FIRSTHAND THE HEIGHTS THEY CAN ACHIEVE WITH DETERMINATION, HARD WORK, AND THE SUPPORT OF THEIR COMMUNICATI'S ABOUT SHOWING THEM A WORLD FAR BEYOND THE STREETS THEY KNOW, A WORLD WHERE THEIR DREAMS ARE NOT JUST VALID BUT ACHIEVABLE.



JUNETEENTH EXPERIENCE EVENT SCHEDULE

SAT. JUNE 15, 2024

4PM - 9PM | LAS VEGAS JUNETEENTH FESTIVAL

THE PINNACLE OF THE LAS VEGAS EXPERIENCE WEEK, THE 23RD ANNUAL JUNETEENTH FESTIVAL, STANDS AS A TESTAMENT TO THE ENDURING SPIRIT AND CULTURAL RICHNESS OF THE COMMUNITY. FOR OVER TWO DECADES, THIS MARQUEE EVENT HAS NOT ONLY BEEN A BELOVED TRADITION BUT ALSO A VIBRANT HUB OF GROWTH, ATTRACTING AN INCREASING NUMBER OF VISITORS WITH EACH PASSING YEAR. THE FESTIVAL'S OFFERINGS ARE DIVERSE AND PLENTIFUL, ENSURING THERE'S SOMETHING FOR EVERYONE TO ENJOY.

THE 23RD ANNUAL JUNETEENTH FESTIVAL OFFERS THE LAS VEGAS COMMUNITY A CHANCE TO COME TOGETHER IN CELEBRATION, SUPPORT MINORITY-OWNED BUSINESSES, HEAR FROM IMPACTFUL LEADERS, DISCOVER EMERGING TALENT, AND DANCE THE DAY AWAY IN JUBILATION. IT'S NOT JUST AN EVENT; IT'S A VIBRANT EXPRESSION OF FREEDOM, PROGRESS, AND COMMUNITY SPIRIT.

VENUE: THE EXPO AT WORLD MARKET CENTER 435 S. GRAND CENTRAL PKWY LAS **VEGAS, NV 89106**

THE



AT WORLD MARKET CENTER LAS VEGAS



FOR SPONSORSHIP INFORMATION CALL 702-981-1326 OR EMAIL INFO@JUNE19LV.COM

VALUED PARTNERS, PAST & PRESENT



FOR SPONSORSHIP INFORMATION CALL 702-981-1326 OR EMAIL INFO@JUNE19LV.COM

THE EVENT.

This year marks the 23rd ANNIVERSARY of the Las Vegas Juneteenth Festival. What began as a simple art event and fundraiser has now grown into a citywide event attracting thousands of attendees each year. The LVJF is a festival of music, art, dance, commerce, culture and more.

THE EXPERIENCE.

Juneteenth is the embodiment of transformation of hobby into art and tradition into culture. It conjures up a culture rich in AMERICAN TRADITIONS and values as well as global influences. It is a festival of families coming together to celebrate achievement, education, commerce, art, health & wellness, all to feed the soul and embrace and enjoy the experince.

THE JOURNEY.

On June 19, 1865 Union General Gordon Granger arrived in Galveston Texas with a contingent of US colored troops and delivered the message that the last American Slaves were now FREE. This announcement resulted in days of celebration. The abolishment of slavery freed ALL AMERICANS, not just slaves from the shackles of slavery.





WHY SPONSOR LVJF?



Investing in educational equality and **economic empowerment** within historically under-served communities here in Southern Nevada.



Leveraging your marketing exposure by promoting the **premier Juneteenth Celebration** in Las Vegas and creating an epicenter for cultural activity.



Help to connect valuable community resources and services to students, families, and the community at large.



Demonstrating your company's **commitment to inclusion and diversity** by supporting and **empowering tomorrow's leaders** from marginalized and historically underserved and under-represented communities.

YOUR IMPA(



EXPERIENCE.

\$100<u>0</u>000

Choosing the Experience Sponsorship is not just a statement-it's a profound commitment to fostering equitable opportunities across educational, cultural, and financial spectrums. In a world where Black culture is simultaneously coveted and undervalued, this sponsorship stands as a **bold testament** to your company's dedication to supporting and uplifting African American culture and heritage.

By aligning with this event and the significant holiday it commemorates, you are not merely participating; you are leading the charge towards a more inclusive and equitable future. The Experience Sponsorship is your way of demonstrating, in the most impactful manner, your unwavering support for creating spaces where African American contributions are recognized, celebrated, and valued. This is your opportunity to make a difference-to show your customers and community that when it comes to championing equity and diversity, you are ALL IN.

- TITLE SPONSOR FOR ENTIRE EXPERIENCE WEEK, COMPANY NAME & LOGO HEADLINES ALL LVJE EVENTS
- COMPANY NAME AND LOGO ON ALL SWAG ITEMS DISTRIBUTED TO EVERY ATTENDEE
- PUBLICLY RECOGNIZED & AWARDED AS SINGULAR "EXPERIENCE" SPONSOR ON LVJF MAIN STAGE
- COMPANY NAME AND LOGO PROMINENTLY DISPLAYED ON THE MAIN BACKDROP STAGE BANNERS
- OPPORTUNITY FOR COMPANY REPRESENTATIVE TO ADDRESS FESTIVAL ATTENDEES ON MAIN STAGES
- COMPANY LOGO PLACEMENT ON ALL JERSEYS FOR CELEBRITY AND TOURNAMENT BASKETBALL GAMES
- YOUR NAME AND LOGO PROMINENTLY DISPLAYED ON EVENT WEBSITE WITH A LINK TO YOUR WEBSITE
- · COMPANY NAME AND LOGO DISPLAYED ON ALL SOCIAL MEDIA, AND PRINTED FESTIVAL MATERIALS
- BROADCAST MEDIA PROMOTIONS RECOGNIZING YOUR COMPANY AS EVENT "EXPERIENCE" SPONSOR
- FULL PAGE (FRONT COVER) FULL COLOR AD IN OFFICIAL LVJF PROGRAM BOOKLET
- (2) 1 O X 10 BOOTH/PRESENTATION SPACE/ACTIVATIONS AT THE FESTIVAL IN PRIME LOCATIONS
- COMPLIMENTARY TABLE FOR 8 AT 2025 SPIRIT OF JUNETEENTH AWARDS & VIP SEATING AT ALL EXPERIENCE EVENTS

\$50,000

The **DREAM Sponsorship** embodies your company's deepest commitment to fostering equitable educational opportunities for underserved and underrepresented youth. By supporting the Juneteenth holiday and platform, the DREAM sponsor transcends traditional boundaries, making a profound statement about the importance of access to higher education for all students, regardless of their background. This sponsorship is not just financial support; it's a lifeline for potential future leaders in the Black community, providing them with the resources and opportunities necessary to excel. Through the DREAM sponsorship, your company takes a stand, demonstrating to your customers and community that you are dedicated to being part of the solution, ensuring that tomorrow's Black leaders have the foundation they need today. This is your pledge to not only honor the past and celebrate the present but to actively invest in a brighter, more equitable future.

- PUBLICLY RECOGNIZED AS DREAM SPONSOR ON EVENT MAIN STAGE
- COMPANY NAME AND LOGO PROMINENTLY DISPLAYED ON THE MAIN STAGE SCRIM BANNER
- OPPORTUNITY FOR COMPANY REPRESENTATIVE TO ADDRESS FESTIVAL ATTENDEES ON MAIN STAGE
- FOUR (4) SCHOLARSHIPS AWARDED AND EXCLUSIVELY PRESENTED ON BEHALF OF YOUR COMPANY
- EXCLUSIVE PHOTO OPPORTUNITY WITH SCHOLARSHIP RECIPIENTS AND COMPANY REPRESENTATIVE
- YOUR NAME AND LOGO PROMINENTLY DISPLAYED ON EVENT WEBSITE WITH A LINK TO YOUR WEBSITE
- COMPANY NAME AND LOGO DISPLAYED ON ALL SOCIAL MEDIA, AND PRINTED FESTIVAL MATERIALS
- BROADCAST MEDIA PROMOTIONS RECOGNIZING YOUR COMPANY AS A DREAM SPONSOR
- FULL PAGE (INSIDE COVER) FULL COLOR AD IN OFFICIAL LVJF PROGRAM BOOKLET
- 10 X 10 BOOTH/PRESENTATION SPACE AT THE FESTIVAL IN A PRIME LOCATION
- COMPLIMENTARY TABLE FOR 8 AT 2025 SPIRIT OF JUNETEENTH AWARDS & VIP SEATING AT ALL EXPERIENCE EVENTS
- COMPANY NAME AND LOGO ON ALL SWAG ITEMS DISTRIBUTED TO EVERY ATTENDEE
- COMPANY LOGO PLACEMENT ON OFFICIAL EVENT T-SHIRT {10 COMPLIMENTARY SHIRTS)



EVENT.



The EVENT Sponsorship is the epitome of your company's commitment to celebrating African American culture in a manner that honors the historical significance of this day. By becoming an EVENT sponsor, you do more than just support; you lead in creating a cultural celebration that reflects the rich heritage and profound contributions of African Americans to our great city. This sponsorship is a testament to your dedication to not only acknowledging but also amplifying the impact of African American culture in our community. It allows you to be at the forefront of an event that resonates deeply, touching the lives of individuals and families in a meaningful way and **celebrating with the** grandeur it deserves.

- COMPANY NAME AND LOGO PROMINENTLY DISPLAYED ON THE MAIN STAGE SCRIM BANNER
- OFFICIAL PARTICIPATING EVENT SPONSOR FOR CELEBRITY BASKETBALL
 GAME AND LVJF SATURDAY CONCERT
- EXCLUSIVE PHOTO OPPORTUNITY WITH EACH SCHOLARSHIP RECIPIENT AND COMPANY REPRESENTATIVE
- YOUR NAME AND LOGO PROMINENTLY DISPLAYED ON EVENT WEBSITE WITH A LINK TO YOUR WEBSITE
- COMPANY NAME AND IAGO DISPLAYED AN ALL SOCIAL MEDIA, AND
 PRINTED FESTIVAL MATERIALS
- BROADCAST MEDIA PROMOTIONS RECOGNIZING YOUR COMPANY AS AN EVENT SPONSOR
- FULL PAGE, FULL COLOR AD IN OFFICIAL LVJ F PROGRAM BOOKLET
- 10 X 10 BOOTH/PRESENTATION SPACE AT THE FESTIVAL IN A PRIME LOCATION
- EXCLUSIVE VIP ACCESS TO ALL LVJE SPECIAL EVENTS
- COMPANY NAME AND LOGO ON ALL SWAG ITEMS DISTRIBUTED TO EVERY ATTENDEE
- COMPANY LOGO PLACEMENT ON OFFICIAL EVENT T-SHIRT (8 COMPLIMENTARY SHIRTS)



\$10,000

The JOURNEY Sponsorship offers a unique opportunity for companies looking to launch or promote a product or service while making a significant impact at one of the city's most prestigious cultural events. This sponsorship level is not just about visibility—it's a powerful statement of your company's commitment to celebrating African American culture and heritage in a manner that honors the historical essence of this momentous day. As a JOURNEY sponsor, you align your brand with a celebration that has evolved from a simple picnic in the park to a citywide spectacle, reflecting the progress and richness of African American culture. By supporting this event, you demonstrate respect for the journey and contribute to its growing influence on our city and its culture. This sponsorship is your chance to be part of a legacy of growth and impact, ensuring that the celebration not only continues but thrives, touching the community in increasingly meaningful ways. Join us on this journey, and let's celebrate together, making a lasting impression on our community and beyond.

- COMPANY NAME AND LOGO PROMINENTLY DISPLAYED ON EVENT SIGNAGE
- YOUR NAME AND LOGO PROMINENTLY DISPLAYED ON EVENT WEBSITE WITH A LINK TO YOUR WEBSITE
- COMPANY NAME AND LOGO DISPLAYED ON ALL SOCIAL MEDIA, AND PRINTED FESTIVAL MATERIALS
- BROADCAST MEDIA PROMOTIONS RECOGNIZING YOUR COMPANY AS ON EXPERIENCE SPONSOR
- SPONSORSHIP RECOGNITION IN ALL EVENT EMAILS
- FULL PAGE, FULL COLOR AD IN OFFICIAL LVJ F PROGRAM BOOKLET
- 10 X 10 BOOTH/PRESENTATION SPACE AT THE FESTIVAL IN A PRIME LOCATION
- COMPANY LOGO PLACEMENT ON OFFICIAL EVENT T-SHIRT (6) COMPLIMENTARY SHIRTS)

JUNETEENTH.



The JUNETEENTH Sponsorship is the quintessential choice for any company aiming to launch or promote a product or service while making a profound statement to customers and the community about your commitment to celebrating African American culture and heritage. This level of sponsorship doesn't just place your company at the heart of one of the city's most anticipated cultural events; it cements your role as a leader in supporting and honoring the historical significance of Juneteenth. As a JUNETEENTH Sponsor, you are provided with an unparalleled opportunity to engage directly with thousands of attendees, allowing for meaningful interactions and the chance to showcase your dedication to a cause that resonates deeply within the community.

- COMPANY NAME AND LOGO PROMINENTLY DISPLAYED ON EVENT SIGNAGE
- YOUR NAME AND LOGO PROMINENTLY DISPLAYED ON EVENT WEBSITE WITH A LINK TO YOUR WEBSITE
- SPONSORSHIP RECOGNITION IN ALL SOCIAL MEDIA PLATFORMS
- HALF PAGE, FULL COLOR AD IN OFFICIAL LVJ F PROGRAM BOOKLET
- 10 X 10 BOOTH/PRESENTATION SPACE AT THE FESTIVAL IN A PRIME LOCATION
- COMPANY LOGO PLACEMENT ON OFFICIAL EVENT T-SHIRT (4 COMPLIMENTARY SHIRTS)

HORZON



The Horizon Sponsorship presents an unparalleled opportunity for smaller businesses poised for growth and expansion, offering a prime platform to showcase or launch your products and services directly to an audience of more than 10,000 attendees. Our Juneteenth event attracts a diverse and dynamic audience, representing a wide range of demographics with substantial buying power and influence. This makes the Horizon Sponsorship an ideal match for businesses looking to make a significant impact, increase brand visibility, and engage with potential customers on a personal level while taking part in a community celebration that values diversity, inclusion, and the empowerment of businesses and individuals alike.

- 10 X 10 BOOTH/PRESENTATION SPACE AT THE FESTIVAL IN A PRIME LOCATION
- HALF PAGE, FULL COLOR AD IN OFFICIAL LVJ F PROGRAM BOOKLET
- EXHIBITOR CREDENTIALS AND THE OPPORTUNITY TO PROVIDE PROMO ITEMS IN VOLUNTEER GIFT BAGS
- RECOGNITION AS A PARTICIPATING SPONSOR AND COMPANY LINK/LOGO ON OFFICIAL LVJF WEBSITE: JUNE19LV.COM



SPONSOR



TO SPONSOR CALL JAY HAYWOOD AT 702-981-1326 OR EMAIL INFO@JUNE19LV.COM

In 2024, we are setting ambitious goals to impact more lives, create more opportunities, and solidify Las Vegas as a beacon of cultural richness and diversity. Our vision is to deliver the most impactful Juneteenth celebration in the entire country, and we believe that with your continued partnership, this vision is not just possible, but inevitable.

We are excited about the potential to soar into a bright future together, making meaningful differences in the community and celebrating the richness of our collective history and diversity. Your support and participation will be instrumental in our continued successes, and we eagerly await your greatness! We look forward to discussing how we can collaborate and make this year's event E.P.I.C in every way!