



HOMEWOOD-FLOSSMOOR

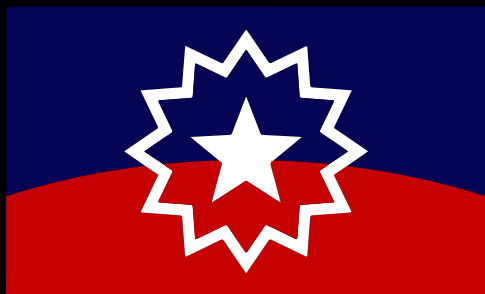
JUNE
TEENTH
FESTIVAL
by **YOU MATTER 2**

2022
SPONSORSHIP
PACKAGE

Celebrating Black Culture, Pride, and Power

WHAT IS JUNETEENTH?

Juneteenth, short for June Nineteenth, is the day that federal troops arrived in Galveston, Texas in 1865 to ensure that all enslaved people were freed. Juneteenth honors the end of slavery and is recognized as the longest-running African American Holiday.



Juneteenth Flag

The troops' arrival came two and a half years after the signing of the Emancipation Proclamation. The Emancipation Proclamation was signed by President Abraham Lincoln on January 1st, 1863 establishing that all enslaved people in confederate states in rebellion against the union "shall be the, thenceforward, and forever free." In reality, the Emancipation Proclamation didn't instantly free any enslaved people. It only applied to places under confederate control and not slaveholding border states or rebel areas already under Union control. In some cases, enslavers withheld information until after harvest season.

In Texas, slavery continued and there was no significant presence of Union troops. Many enslavers actually moved there because it was viewed as a safe haven for slavery. After the war came to an end in the spring of 1865, General Gordon Granger's arrival in June signaled freedom for 250,000 enslaved people. Although the Emancipation Proclamation didn't provide freedom for everyone right away celebrations broke out among newly freed Black people and Juneteenth was born.



Emancipation Day celebration, June 19, 1900 held in "East Woods" on East 24th Street in Austin, TX.

Credit: Austin History Center.

ABOUT YOU MATTER 2 AND THE HOMEWOOD-FLOSSMOOR JUNETEENTH FESTIVAL

You Matter 2 was founded in 2014 by Destiny Watson. It started on Instagram to serve as a platform to uplift and inspire teens and has grown into so much more since. You Matter 2 Inc. is now a 501(c)(3) nonprofit that provides youth with a safe space to develop positive relationships, leadership skills, and discover their passions. Our mission is to provide opportunities for youth to serve and make a difference in their community. We work with 6th-12th grade students in the South Suburban area by getting them involved in community service, and educating them on local and global issues. The organization hosts an annual Back to School Bash giving away free school supplies to families in the community, an annual food drive, as well as various other community service events.



The annual Homewood-Flossmoor (HF) Juneteenth Festival serves as a celebration of African American culture expressed through food, music, dance, and arts. Our mission is to provide an environment that celebrates and showcases the uniqueness, power, and endurance of African Americans. It's our vision to have a community that is more knowledgeable and motivated to preserve our cultural heritage. To increase awareness and promote the Black Businesses in the Homewood and Flossmoor communities. We would also like to attract potential residents and business owners by highlighting the diversity and sense of community in our neighborhood.

2021 JUNETEENTH HIGHLIGHTS

**"WELL ORGANIZED, SOCIALLY RELEVANT,
PEACEFUL, COLORFUL AND CREATIVE
ENERGY, WELCOMING TO ALL."**

**"IT WAS A GREAT WAY TO BRING
THE COMMUNITY TOGETHER TO
LEARN MORE AND CELEBRATE THE
BLACK COMMUNITY!"**



**Founder Destiny Watson (right) posing
with Senator Patrick Joyce (center) and
Flossmoor Mayor Michelle Nelson (left)
during the first annual Homewood-
Flossmoor Juneteenth Festival**



**"THE 'SAY THEIR NAMES'
MEMORIAL WALL WAS JUST
SO UNBELIEVABLY TOUCHING!"**



**"I CAN'T STOP TALKING
ABOUT HOW GREAT THIS
CELEBRATION WAS FROM
BEGINNING TO END!"**




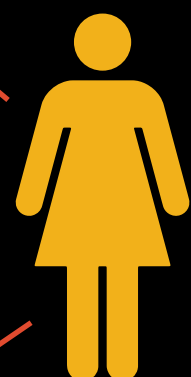
DEMOGRAPHICS



4,000
TICKETS
DISTRIBUTED



83
VENDORS



FAMILIES

ADULTS

CHILDREN

SENIORS

PAST PERFORMERS

S.O.S



THE CHOSYN ONE



40+ DOUBLE DUTCH CLUB



LIL BIT SAUCY



KALIND HAYNES



RETURN2SOUL



THE J GRANT
EXPERIENCE



THE OPPORTUNITY

The Homewood Flossmoor Juneteenth Festival will be funded primarily through sponsorships. It will be because of people like you that this festival will be able to grow and become a tradition in our community. You Matter 2's commitment to creating world changers and established relationships with business and individuals in the community makes this a perfect opportunity for you. This particular event will serve as a branding and networking opportunity for you and your organization. Sponsorship provides a way to market a business and show your support of Juneteenth to thousands of potential customers!



ADVERTISING & PROMOTIONS

1. YOU MATTER 2.ORG OVER 1000 VISITS IN THE LAST 30 DAYS



3. EMAIL MONTHLY NEWSLETTER . WITH 1000+ ACTIVE READERS. WE WILL SEND EMAILS TO VENDORS, VOLUNTEERS, LOCAL BUSINESSES AND ADVERTISERS. LEVEL OF MENTION BASED ON PACKAGE SELECTED

2. SOCIAL MEDIA

2000+ FOLLOWERS ACROSS ALL SOCIAL
MEDIA PLATFORMS. POSTS WILL BE
MADE ON OUR FACEBOOK PAGE AS WELL
AS THE VILLAGE OF HOMEWOOD & THE
VILLAGE OF FLOSSMOOR'S SOCIAL MEDIA,
THEY REACH 12,000 FOLLOWERS COMBINED



YOU MATTER 2



@YOUMATTER_2



@YOUMATTER_2

4. MEDIA

5,000+ FLYERS WILL BE DISTRIBUTED ACROSS
THE HOMEWOOD-FLOSSMOOR COMMUNITY:

HF CHRONICLE: 12,000 READERS

WGCI 107.5

WHFH 88.5

RAINBOW PUSH

ONLINE EVENT CALENDARS

HOMEWOOD PUBLIC ACCESS CHANNEL

FACEBOOK

DIGITAL VERSIONS OF PRINT MEDIA

6. PROMO ITEMS

LOGO OR NAME PRINTED ON
PROGRAMS, MAPS, SCHEDULES,
SWAG & T-SHIRTS

SHIRTS WORN BY VENDORS,
STAFF, VOLUNTEERS AND OTHER
SPONSORS

5. ON-SITE SIGNAGE

CORNER SIGN AT KEDZIE & FLOSSMOOR ROAD

BOOTH SPACE & BRANDED ASSETS

"THANK YOU" SIGNS & BANNERS

STAGE MENTIONS

HOSPITALITY

7. SPONSOR A SPECIFIC

- BEVERAGE STATION

\$1,500

SPONSOR THIS OFFERING TO RECEIVE SPECIAL
SIGNAGE WHERE THERE IS HEAVY FOOT TRAFFIC



SPONSORSHIP PACKAGE	PRESENTING	MAIN STAGE	ACTIVITY	T-SHIRT
DONATION AMOUNT	\$10,000	\$8,000	\$5,000	\$2,500
AVAILABLE POSITIONS	1	3	4	5
PRE-EVENT MARKETING				
SOCIAL MEDIA CAMPAIGNS MENTIONS	●	●	●	●
EMAIL MESSAGING	●	●	●	●
FESTIVAL FLYER	●	●	●	
LOGO ON ALL PRINT ADS	●	●	●	
LOGO W/LINK ON FESTIVAL WEBSITE	●	●	●	●
OPTION FOR VIDEO AD ON FESTIVAL SPONSOR PAGE	●			
FREE JUNETEENTH MERCH!	●	●	●	●
ON-SITE RECOGNITION				
FESTIVAL PROGRAM	FULL PAGE COLOR AD	FULL PAGE COLOR AD	FULL PAGE COLOR AD	HALF PAGE COLOR AD
SIGNAGE	●	●	●	●
FESTIVAL MAP	●	●	●	●
LOGO ON T-SHIRT	●	●	●	●
GOLF CART SHUTTLE SERVICE	●	●	●	
BOOTH SPACE	●	●	●	●
STAGE MENTIONS	●	●	●	●
VIP & STAFF BENEFITS				
HOSPITALITY SUITE PASSES	4	3	3	3
PARKING PASSES	4	3	3	3

SPONSORSHIP PACKAGE	HOSPITALITY	ENTERTAINMENT	FOR THE CULTURE	POWER TO THE PEOPLE	FRIENDS OF JUNETEENTH
DONATION AMOUNT	\$1,000	\$500	\$250	\$100	\$50
AVAILABLE POSITIONS	7	7	UNLIMITED	UNLIMITED	UNLIMITED
PRE-EVENT MARKETING					
SOCIAL MEDIA CAMPAIGNS MENTIONS	●	●	●	●	●
EMAIL MESSAGING	●	●	●		
FESTIVAL FLYER					
LOGO ON ALL PRINT ADS					
LOGO W/LINK ON FESTIVAL WEBSITE	●	●	●	●	●
OPTION FOR VIDEO AD ON FESTIVAL SPONSOR PAGE					
FREE JUNETEENTH MERCH!	●	●	●	●	●
ON-SITE RECOGNITION					
FESTIVAL PROGRAM	HALF PAGE COLOR AD	HALF PAGE COLOR AD			
SIGNAGE	●				
FESTIVAL MAP	●	●			
LOGO ON T-SHIRT	NAME LISTED				
GOLF CART SHUTTLE SERVICE					
BOOTH SPACE	●	●			
STAGE MENTIONS	●	●			
VIP & STAFF BENEFITS					
HOSPITALITY SUITE PASSES	2	0	0	0	0
PARKING PASSES	2	0	0	0	0

PAST SPONSORS



AT THE FOREFRONT
UChicago
Medicine
Ingalls Memorial





Flossmoor Community Church
Where Christ is Central and Diversity is Cherished

For the Culture Sponsors

- Jonathan Kane Salon & Spa
- Project Kennedy
- Be Well Studio
- Tom & Edie Dobrez
- Eugenia & Gerald Pauling
- DiverCity Cuts
- The National Association of Railway Business Women Chicago Chapter
- Attorney Barbara Arnwine, Transformative Justice Coalition
- Physicals Plus Health & Wellness

CONTACT INFORMATION

FOR ADDITIONAL INFORMATION REGARDING SPONSORSHIP OPPORTUNITIES,
PLEASE CONTACT:

MYA GAMBLE & LAQUISHA FOWLKES

SPONSORSHIP / FUNDRAISING COORDINATORS

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WWW.YOUMATTER2.ORG/JUNETEENTH